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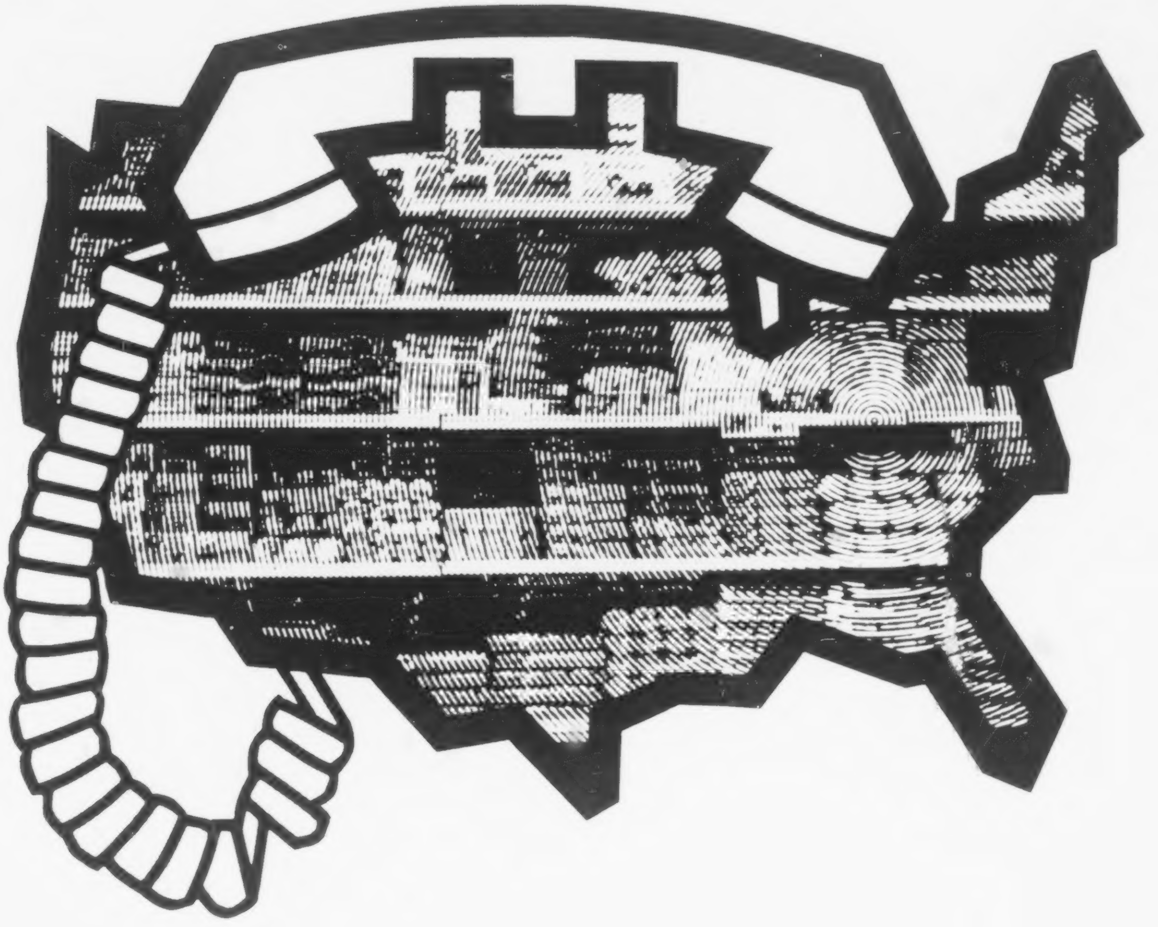
The National Study of Supermarket Shoppers 1979-80

Census Profile



Burgoyne

Research for Marketing

1979 - 80
The National Study of Supermarket Shoppers

Census Profile

Burgoyne, Inc., Cincinnati, Ohio

Price: $4.00
Quantity prices on request

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BURGOYNE, INC.

A nationally known market research firm founded 40 years ago, Burgoyne, Inc. offers America's consumer-products manufacturers, their advertising agencies and retailers the most thorough one-stop source for marketing research in the industry.

CONSUMER STUDIES — Burgoyne specializes in consumer studies at the point of purchase or surveys often in conjunction with its other services. Having performed research for many nationally known chain store organizations, Burgoyne utilizes these relationships for trial/repeat, advertising effectiveness, product usage, and numerous other tests in stores and shopping centers. Additionally, in-home, central location and intercept studies are offered. The Consumer Research Division includes a WATS Telephone Center and on-premise Focus Group facility.

CONTROLLED STORE TESTS — Burgoyne pioneered these tests over 25 years ago and has performed the largest in size and in number within the industry. Whether it is a short-term merchandising test to evaluate promotional alternatives or a longer new or improved product simulated introduction, Burgoyne's seasoned professional staff of field supervisors is capable of expertly handling such tests in all markets.

RETAIL DISTRIBUTION STUDIES AND SYSTEMS — Burgoyne conducts customized, fast-reporting, point-in-time checks of distribution, retail pricing, facings, inventory and display activity in any retail outlet or market. While it might occur as a single-visit study, Burgoyne also performs on-going systems with either trend or projectable store samples to Standard Metro Areas, warehouse shipment areas, A.D.I. areas or client marketing areas.

PRODUCT PURCHASE SERVICE — Utilizing weekly store visits by our National Network of Field Personnel, Burgoyne offers a client/manufacturer an efficient, economical and fast Product Purchase Service. Regardless of type of product, quantity desired or special handling/shipping instructions, Burgoyne can fill the order.

RETAIL SALES STUDIES — A long history of retail cooperation allows Burgoyne the unique advantage of providing both trend and projectable retail store samples in all major markets. Its own Computer Center lends advanced technology to flexibility in sample design and statistical analysis, along with rapid turnaround and assured accuracy.

FOREWORD

While this is, in fact, the twentieth in a series of annual and biennial studies of supermarket shoppers' buying habits and attitudes, it is in actuality the second of a new series — The 1979 - 1980 National Supermarket Shopper Study. Offered in two volumes, Volume I reports individual and total Census Regions; Volume II reports by demographics of the respondents.

Initiated in the early 1950's, the prior studies covered over thirty (30) markets and over forty thousand personal in-home interviews and 5000 telephone interviews.

Starting with the 1977 National Supermarket Shopper Study, this new series strives for increased objectivity with random selection of respondents through WATS interviewing in all nine United States Census Regions. Burgoyne's expanded central telephone facility, located in its Cincinnati headquarters, assures consistent and uniform interviewing across the nation.

Over the years many of the same essential questions such as customer loyalty, patronage motives, advertising leadership and the like have been asked. With socio-economic life-style changes in America, additional questions on rising food prices, generic product usage, dining out habits, credit cards and such have been investigated.

Despite individual regions peculiarities, we feel the data show uniformity and reflect the thinking and attitude of Supermarket Shoppers generally.

It is our intention to continue the new series as a benefit to all associated with the industry and invite our international readership to submit topical and pertinent questions as retailers and advertisers did this year.

STUDY FACTS

The methodology consisted of conducting telephone interviews in each of the nine U.S. Census Regions. This procedure insures a national representation for the data. Within each Census Region, a total of 270 completed interviews were obtained. This method yields projectable data at the 90% confidence level with a +/− 5% sampling error within each region. A total of 2430 interviews were conducted. The composition of each region is as follows:

CENSUS REGION	STATES INCLUDED
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Middle Atlantic	New Jersey, New York, Pennsylvania
South Atlantic	Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
West South Central	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	California, Oregon, Washington

A random sample was selected using Burgoyne's computer-generated Random Digit Dialing lists. Telephone numbers are generated randomly from working exchanges and area codes. This method insures the inclusion of unlisted telephone numbers and proportionate representation of urban and rural areas in each Census Region.

Interviewing was conducted from Burgoyne's central WATS facility during the last half of 1979. All interviewing was conducted during evening hours and on weekends, so as not to exclude any sub-groups of shoppers.

SUMMARY FINDINGS

NEARLY THREE-FOURTHS OF THE SHOPPERS SHOP ONCE A WEEK OR LESS OFTEN

Among the total sample, the number of shopping trips per week is approximately 1.4 (pg. 1). Only 26.7% of the respondents shop more than once a week in supermarkets (pg. 1).

THE TYPICAL SHOPPER SHOPS IN MORE THAN 2 DIFFERENT SUPERMARKETS A MONTH

The average number of supermarkets shopped per month is 2.23, while the average number of supermarkets shopped per week is 1.37 (pg. 2-3).

18.2% OF THE SHOPPERS CHANGED THE SUPERMARKET SHOPPED MOST

In a time period of one year, 18.2% of the respondents changed the supermarket where they do most of their shopping (pg. 4). Switching occurs more often among younger people and among larger families (pg. 4A, 4B). The main reasons for changing supermarkets are lower prices and moving to a different area (pg. 5).

QUALITY OF MEAT AND PRODUCE MORE IMPORTANT THAN PRICE

In comparing average importance ratings of factors considered when selecting a supermarket, "Quality and Freshness of Meats" was the factor receiving the highest average rating. The top four factors (13 factors were rated), and their average ratings, are shown below. The higher rating (on a scale of 1-9) indicates a greater degree of importance (pg. 6-18).

FACTOR	AVERAGE RATING
1. Quality and Freshness of Meats	8.10
2. Quality and Freshness of Fruits & Veg.	8.09
3. Attractiveness and Cleanliness of Store	7.97
4. Overall Prices of Groceries	7.78

The data seem to indicate that the quality of the products offered at a supermarket and the appearance of that store are at least as important as are the prices charged for these products.

THE AVERAGE WEEKLY EXPENDITURE IN SUPERMARKETS IS $48.82

The average amount spent per week in supermarkets is $48.82 (pg. 19). Eighty-five percent of this amount is spent at the supermarket shopped most often (pg. 20). The average amount spent per week eating out in any type of restaurant is $12.58 (pg. 21). Respondents with higher incomes and higher amounts spent at supermarkets are also more likely to spend a greater amount eating out at restaurants (pg. 21A, 21B).

MOST BUY MEAT AND PRODUCE AT SUPERMARKETS

More than three-fourths of the shoppers (76.3%) buy most of their meats at supermarkets (pg. 22). Lower income groups and smaller families are more likely to buy their meats at supermarkets (pg. 22A, 22B). An even greater percentage of shoppers (83.7%) buy most of their produce at supermarkets (pg. 23). Once again, lower income groups are more likely to buy most produce at supermarkets (pg. 23A).

MORE THAN 35% BUY MOST OF THEIR HEALTH AND BEAUTY AIDS IN SUPERMARKETS

More than one-third of the shoppers (35.8%) buy most of their Health and Beauty Aids in supermarkets (pg. 24). By contrast, approximately 25% of the shoppers never buy these items in supermarkets (pg. 25).

MOST SHOPPERS NEVER SHOP IN CONVENIENCE STORES

Over one-half of the respondents (56.4%) never shop at convenience stores (pg. 26). Those who do shop at convenience stores tend to be younger, have a higher income, and have larger families (pg. 26A, 26B).

HIGH PRICES AND SLOW CHECKOUT ARE MAIN COMPLAINTS

High prices and slow checkout service are the main complaints about supermarkets (pg. 28). These two complaints were mentioned almost equally. Other complaints mentioned frequently were store appearance and lack of variety and selection in grocery items. These complaints are more frequent among higher income groups and among younger shoppers (pg. 28A).

MORE THAN TWO-THIRDS READ FOOD STORE ADS

Food store ads in newspapers were read by more than two-thirds of the respondents (68.8%) (pg. 29). The frequency with which food store ads are read increases with family size (pg. 29B). Among those who read food store ads, the average number of ads read was 2.5 (pg. 30). More than half of those respondents (54.1%) are influenced by these ads as to where to shop (pg.31).

ALMOST HALF VIEW T.V. ADS FOR FOOD STORES

Approximately half of the respondents (47.6%) saw T.V. ads for food stores (pg. 32). Lower income groups view T.V. ads more often than do higher income groups (pg. 32A). The average number of food store T.V. ads seen was 1.75 (pg. 33). Only 18.3% of those who saw these ads on T.V. said they are influenced by these ads as to where to shop (pg. 34). This percentage is significantly lower than that for newspaper food store ads.

ALMOST THREE-FOURTHS COMPARE PRICES BETWEEN DIFFERENT SUPERMARKETS

Nearly three-fourths of the respondents (74.4%) compare prices between different supermarkets (pg. 35). Comparing prices occurs more often as family size and amount spent per week at supermarkets increase (pg. 35B). The chief method used to compare prices is checking newspaper ads (pg. 36).

MORE THAN 50% REDEEM MANUFACTURERS' COUPONS

Just over half of the respondents (51%) have redeemed any manufacturers' coupons in the past four weeks. This practice seems to be more prevalent among those with higher incomes and larger families (pg. 37A, 37B).

OVER 60% RATE PRIVATE LABEL BRANDS THE SAME QUALITY AS NATIONAL BRANDS

The quality of private label brands is perceived as the same by 60.2% of the respondents (pg. 38). The elimination of advertising costs was mentioned nearly twice as often as lower quality products as the reason for the lower price of private label brand products (pg. 39).

ALMOST 40% BUY GENERIC PRODUCTS

Generic products were purchased by 37.8% of the respondents (pg. 40). Purchases of generic products are much more likely among larger families and among those who spend more per week in food stores (pg. 40B). The generic products purchased most often are paper products and canned fruits and vegetables (pg. 41). Overall, respondents rate the quality of generic products about the same as that of national brands (pg. 43-47). However, more than half (57.9%) of those who purchased generic paper products rated the quality of these items to be somewhat lower or much lower than the quality of national brand paper products (pg. 42). In comparison to private label products, approximately 60% of those who purchased generic products rated the quality about the same as that of private label products (pg. 49).

Regarding future purchases of generic products, 62.4% of those who have purchased generic products said they will definitely or probably continue to buy these items (pg. 48).

EASE OF CHECK CASHING IS VERY IMPORTANT TO 51.7%

OF THE SHOPPERS

Ease of check cashing was considered very important by 51.7% of the respondents (pg. 50). Ease of check cashing is more important among younger people and among those who spend more money each week at supermarkets (pg. 50A, 50B). Approximately half of the respondents (48.8%) have check-cashing privileges at a supermarket (pg. 51). Those who spend more per week at supermarkets, those with larger families, and those with higher incomes are more likely to have check-cashing privileges at a supermarket (pg. 51A, 51B). Of those who have check-cashing privileges, 57.7% are able to cash checks at more than one store (pg. 52).

47% OF SHOPPERS HAVE BANK CREDIT CARDS

Bank credit cards are owned by 47% of the respondents (pg. 53). Ownership of bank credit cards increases as income and dollars spent per week at supermarkets increase (pg. 53A, 53B). Master Charge and Visa are nearly equal, with each being held by approximately two-thirds of those who have bank credit cards (pg. 54).

PARTICIPATION IN GAMES OR CONTESTS RARE

Only 11.6% of the respondents are participating in any games or contests at supermarkets where they shop (pg. 55). The existence of games or contests is most prevalent in the South, and is least popular in the New England and Mountain regions (pg. 55).

DEMOGRAPHIC CHARACTERISTICS

The median age for respondents in this sample is 39.4 years. The median household size is 2.14, and median household income is just over $15,000. The primary shopper in households was interviewed. In 82.4% of the interviews, the respondent was female. A male is the primary shopper in 17.6% of the households (pg. 56-59).

RESULTS

NUMBER OF TIMES RESPONDENT SHOPS IN SUPERMARKETS EACH WEEK

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONCE A WEEK	NO.	1351	163	162	139	147	165	154	164	134	123
	%	55.6	60.4	60.0	51.5	54.4	61.1	57.0	60.7	49.6	45.6
TWICE A WEEK		347	37	36	44	43	35	39	30	41	42
		14.3	13.7	13.3	16.3	15.9	13.0	14.4	11.1	15.2	15.6
THREE TIMES A WEEK		179	17	27	18	20	15	19	15	16	32
		7.4	6.3	10.0	6.7	7.4	5.6	7.0	5.6	5.9	11.9
FOUR TIMES A WEEK		51	5	8	4	5	2	4	7	4	12
		2.1	1.9	3.0	1.5	1.9	.7	1.5	2.6	1.5	4.4
FIVE TIMES A WEEK		12	1		1	1	2	1	1	2	3
		.5	.4		.4	.4	.7	.4	.4	.7	1.1
SIX TIMES A WEEK											
EVERY DAY		59	6	11	5	3	3	7	7	9	8
		2.4	2.2	4.1	1.9	1.1	1.1	2.6	2.6	3.3	3.0
LESS THAN ONCE A WEEK		431	41	26	59	51	48	46	46	64	50
		17.7	15.2	9.6	21.9	18.9	17.8	17.0	17.0	23.7	18.5
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST MONTH

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE	NO.	603	63	81	59	69	70	67	63	64	67
	%	24.8	23.3	30.0	21.9	25.6	25.9	24.8	23.3	23.7	24.8
TWO		1011	120	109	108	133	106	123	105	107	100
		41.6	44.4	40.4	40.0	49.3	39.3	45.6	38.9	39.6	37.0
THREE		551	53	57	67	49	64	54	70	70	67
		22.7	19.6	21.1	24.8	18.1	23.7	20.0	25.9	25.9	24.8
FOUR		184	24	16	24	10	23	17	18	24	28
		7.6	8.9	5.9	8.9	3.7	8.5	6.3	6.7	8.9	10.4
FIVE		53	7	3	9	6	6	7	9	2	4
		2.2	2.6	1.1	3.3	2.2	2.2	2.6	3.3	.7	1.5
SIX		21	2	2	2	3	1	2	4	1	4
		.9	.7	.7	.7	1.1	.4	.7	1.5	.4	1.5
SEVEN											
EIGHT		2							1	1	
		.1							.4	.4	
NINE		1			1						
		.0			.4						
NONE		4	1	2						1	
		.2	.4	.7						.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		2.23	2.24	2.08	2.36	2.11	2.23	2.19	2.34	2.25	2.31

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST WEEK

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE	NO.	1241	135	134	131	145	137	140	144	154	121
	%	51.1	50.0	49.6	48.5	53.7	50.7	51.9	53.3	57.0	44.8
TWO		705	77	81	76	78	80	72	83	67	91
		29.0	28.5	30.0	28.1	28.9	29.6	26.7	30.7	24.8	33.7
THREE		167	13	20	17	14	24	23	21	14	21
		6.9	4.8	7.4	6.3	5.2	8.9	8.5	7.8	5.2	7.8
FOUR		33	2	3	6	3	3	3	3	4	6
		1.4	.7	1.1	2.2	1.1	1.1	1.1	1.1	1.5	2.2
FIVE		6		1	4	1					
		.2		.4	1.5	.4					
SIX		2	1						1		
		.1	.4						.4		
NONE		275	42	31	36	29	26	31	18	31	31
		11.3	15.6	11.5	13.3	10.7	9.6	11.5	6.7	11.5	11.5
DON'T KNOW		1						1			
		.0						.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		1.37	1.27	1.38	1.40	1.33	1.41	1.36	1.45	1.28	1.44

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT CHANGED SUPERMARKET WHERE MOST OF THE SHOPPING IS DONE DURING THE PAST YEAR

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	443	57	39	61	46	43	32	52	61	52
	%	18.2	21.1	14.4	22.6	17.0	15.9	11.9	19.3	22.6	19.3
NO		1987	213	231	209	224	227	238	218	209	218
		81.8	78.9	85.6	77.4	83.0	84.1	88.1	80.7	77.4	80.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASONS FOR CHANGING THE SUPERMARKET WHERE RESPONDENT SHOPS MOST (BASED ON THOSE WHO CHANGED SUPERMARKETS IN THE PAST YEAR) BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
CLOSED MY USUAL SUPERMARKET	NO. %	24 5.4	4 7.0	6 15.4	4 6.6	5 10.9	2 4.7			3 4.9	
MOVED TO A DIFFERENT AREA		131 29.6	17 29.8	9 23.1	13 21.3	13 28.3	8 18.6	9 28.1	20 38.5	23 37.7	19 36.5
CLEANER STORE		11 2.5		1 2.6	2 3.3	2 4.3	1 2.3	2 6.3	2 3.8		1 1.9
LOWER PRICES		163 36.8	27 47.4	14 35.9	27 44.3	17 37.0	22 51.2	11 34.4	15 28.8	16 26.2	14 26.9
LOCATION/CLOSER/MORE CONVENIENT		65 14.7	5 8.8	6 15.4	7 11.5	4 8.7	11 25.6	6 18.8	10 19.2	4 6.6	12 23.1
BETTER PRODUCE		15 3.4	1 1.8	1 2.6	2 3.3	2 4.3		4 12.5	1 1.9	2 3.3	2 3.8
BETTER MEATS		19 4.3	4 7.0	1 2.6	2 3.3	1 2.2	4 9.3	3 9.4	1 1.9	3 4.9	
PERSONNEL FRIENDLY/HELPFUL/LIKE THE PERSONNEL		12 2.7	1 1.8		2 3.3	1 2.2	1 2.3	2 6.3	1 1.9	1 1.6	3 5.8
BETTER SELECTION/VARIETY OF FOODS		32 7.2	6 10.5		8 13.1	4 8.7	2 4.7		6 11.5	2 3.3	4 7.7
ALL OTHERS		66 14.9	3 5.3	8 20.5	8 13.1	9 19.6	7 16.3	2 6.3	8 15.4	15 24.6	6 11.5
DON'T KNOW/NO REASON		7 1.6	3 5.3			1 2.2	1 2.3			2 3.3	
BASE		443	57	39	61	46	43	32	52	61	52

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IMPORTANCE RATING OF ---
ATTRACTIVENESS AND CLEANLINESS OF STORE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	19	1	7	2		2	2	1		4
	%	.8	.4	2.6	.7		.7	.7	.4		1.5
(2)		12	3	2				2		3	2
		.5	1.1	.7				.7		1.1	.7
(3)		19	1	4	2	1	1	3	1	1	5
		.8	.4	1.5	.7	.4	.4	1.1	.4	.4	1.9
(4)		26	2	4		6		4	1	4	5
		1.1	.7	1.5		2.2		1.5	.4	1.5	1.9
(5)		155	20	21	15	16	10	21	19	16	17
		6.4	7.4	7.8	5.6	5.9	3.7	7.8	7.0	5.9	6.3
(6)		120	9	15	22	14	14	9	12	17	8
		4.9	3.3	5.6	8.1	5.2	5.2	3.3	4.4	6.3	3.0
(7)		280	30	31	27	24	22	41	28	37	40
		11.5	11.1	11.5	10.0	8.9	8.1	15.2	10.4	13.7	14.8
(8)		476	48	56	46	59	59	55	52	46	55
		19.6	17.8	20.7	17.0	21.9	21.9	20.4	19.3	17.0	20.4
(9) MOST IMPORTANT		1321	156	130	155	150	162	133	155	146	134
		54.4	57.8	48.1	57.4	55.6	60.0	49.3	57.4	54.1	49.6
DON'T KNOW		2			1				1		
		.1			.4				.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.97	8.04	7.66	8.06	8.08	8.23	7.83	8.11	7.96	7.79

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD PARKING FACILITIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT	NO.	55	6	15	6	4	3	7	1	5	8
(1)	%	2.3	2.2	5.6	2.2	1.5	1.1	2.6	.4	1.9	3.0
(2)		55	7	7	7	6		3	3	12	10
		2.3	2.6	2.6	2.6	2.2		1.1	1.1	4.4	3.7
(3)		57	2	9	7	5	4	6	9	8	7
		2.3	.7	3.3	2.6	1.9	1.5	2.2	3.3	3.0	2.6
(4)		65	6	8	9	7	5	6	3	12	9
		2.7	2.2	3.0	3.3	2.6	1.9	2.2	1.1	4.4	3.3
(5)		373	49	35	39	46	29	46	42	47	40
		15.3	18.1	13.0	14.4	17.0	10.7	17.0	15.6	17.4	14.8
(6)		160	16	18	19	17	15	16	19	19	21
		6.6	5.9	6.7	7.0	6.3	5.6	5.9	7.0	7.0	7.8
(7)		314	30	28	30	39	45	43	31	38	30
		12.9	11.1	10.4	11.1	14.4	16.7	15.9	11.5	14.1	11.1
(8)		381	46	47	32	34	46	45	52	38	41
		15.7	17.0	17.4	11.9	12.6	17.0	16.7	19.3	14.1	15.2
(9)		959	108	100	119	110	123	97	108	90	104
MOST IMPORTANT		39.5	40.0	37.0	44.1	40.7	45.6	35.9	40.0	33.3	38.5
DON'T KNOW		11		3	2	2		1	2	1	
		.5		1.1	.7	.7		.4	.7	.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.15	7.19	6.90	7.18	7.19	7.63	7.12	7.37	6.80	6.98

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
VARIETY AND SELECTION OF GROCERY MERCHANDISE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	28	1	8	3		3	3		2	8
	%	1.2	.4	3.0	1.1		1.1	1.1		.7	3.0
(2)		11		2	2	1	2	2			2
		.5		.7	.7	.4	.7	.7			.7
(3)		19		4	3	2	3	2	2	1	2
		.8		1.5	1.1	.7	1.1	.7	.7	.4	.7
(4)		24	2	7	3	4		2	2	3	1
		1.0	.7	2.6	1.1	1.5		.7	.7	1.1	.4
(5)		194	29	25	19	21	13	22	14	26	25
		8.0	10.7	9.3	7.0	7.8	4.8	8.1	5.2	9.6	9.3
(6)		122	8	11	9	15	8	22	13	21	15
		5.0	3.0	4.1	3.3	5.6	3.0	8.1	4.8	7.8	5.6
(7)		385	43	44	36	43	34	43	49	46	47
		15.8	15.9	16.3	13.3	15.9	12.6	15.9	18.1	17.0	17.4
(8)		543	57	54	57	68	69	64	58	60	56
		22.3	21.1	20.0	21.1	25.2	25.6	23.7	21.5	22.2	20.7
(9)		1097	129	114	136	116	138	109	131	110	114
MOST IMPORTANT		45.1	47.8	42.2	50.4	43.0	51.1	40.4	48.5	40.7	42.2
DON'T KNOW		7	1	1	2			1	1	1	
		.3	.4	.4	.7			.4	.4	.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.77	7.88	7.47	7.87	7.81	8.00	7.65	7.99	7.68	7.56

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
OVERALL PRICES OF GROCERIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	34	2	9	7	1	3		1	4	7
	%	1.4	.7	3.3	2.6	.4	1.1		.4	1.5	2.6
(2)		21	1	3	1	2	2	3	1	5	3
		.9	.4	1.1	.4	.7	.7	1.1	.4	1.9	1.1
(3)		36	3	5	3	3	3	7	6	5	1
		1.5	1.1	1.9	1.1	1.1	1.1	2.6	2.2	1.9	.4
(4)		30	3	5		6	3	5	4	2	2
		1.2	1.1	1.9		2.2	1.1	1.9	1.5	.7	.7
(5)		205	23	32	23	21	15	17	23	27	24
		8.4	8.5	11.9	8.5	7.8	5.6	6.3	8.5	10.0	8.9
(6)		116	8	21	13	10	23	14	9	5	13
		4.8	3.0	7.8	4.8	3.7	8.5	5.2	3.3	1.9	4.8
(7)		289	38	31	28	34	27	42	24	31	34
		11.9	14.1	11.5	10.4	12.6	10.0	15.6	8.9	11.5	12.6
(8)		415	48	46	40	48	45	45	40	50	53
		17.1	17.8	17.0	14.8	17.8	16.7	16.7	14.8	18.5	19.6
(9)		1277	143	118	153	145	149	136	160	140	133
MOST IMPORTANT		52.6	53.0	43.7	56.7	53.7	55.2	50.4	59.3	51.9	49.3
DON'T KNOW		7	1		2			1	2	1	
		.3	.4		.7			.4	.7	.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.78	7.90	7.34	7.85	7.89	7.89	7.78	7.96	7.73	7.71

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	67	11	14	5	6	5	5	4	6	11
	%	2.8	4.1	5.2	1.9	2.2	1.9	1.9	1.5	2.2	4.1
(2)		20	1	5	3	1	2	1	1	2	4
		.8	.4	1.9	1.1	.4	.7	.4	.4	.7	1.5
(3)		22	2	2	1	2	1	2	3	4	5
		.9	.7	.7	.4	.7	.4	.7	1.1	1.5	1.9
(4)		26	2	5	2	4	2	4	1	3	3
		1.1	.7	1.9	.7	1.5	.7	1.5	.4	1.1	1.1
(5)		99	9	17	4	11	6	17	5	13	17
		4.1	3.3	6.3	1.5	4.1	2.2	6.3	1.9	4.8	6.3
(6)		50	3	1	4	5	4	8	9	7	9
		2.1	1.1	.4	1.5	1.9	1.5	3.0	3.3	2.6	3.3
(7)		153	19	22	13	12	17	23	16	17	14
		6.3	7.0	8.1	4.8	4.4	6.3	8.5	5.9	6.3	5.2
(8)		386	33	50	42	39	51	45	30	42	54
		15.9	12.2	18.5	15.6	14.4	18.9	16.7	11.1	15.6	20.0
(9)		1595	188	152	194	189	182	164	199	174	153
MOST IMPORTANT		65.6	69.6	56.3	71.9	70.0	67.4	60.7	73.7	64.4	56.7
DON'T KNOW		12	2	2	2	1		1	2	2	
		.5	.7	.7	.7	.4		.4	.7	.7	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		8.10	8.13	7.70	8.35	8.22	8.29	8.03	8.36	8.07	7.75

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
LEAST IMPORTANT	NO.	87	9	17	9	5	8	13	5	5	16
(1)	%	3.6	3.3	6.3	3.3	1.9	3.0	4.8	1.9	1.9	5.9
(2)		48	5	6	3	7	7	2	5	7	6
		2.0	1.9	2.2	1.1	2.6	2.6	.7	1.9	2.6	2.2
(3)		38	5	2	5	4	4	3	4	7	4
		1.6	1.9	.7	1.9	1.5	1.5	1.1	1.5	2.6	1.5
(4)		48	2	6	3	10	5	5	3	6	8
		2.0	.7	2.2	1.1	3.7	1.9	1.9	1.1	2.2	3.0
(5)		277	26	40	21	37	24	42	25	35	27
		11.4	9.6	14.8	7.8	13.7	8.9	15.6	9.3	13.0	10.0
(6)		112	9	12	7	9	14	16	9	16	20
		4.6	3.3	4.4	2.6	3.3	5.2	5.9	3.3	5.9	7.4
(7)		322	31	40	37	30	38	40	34	38	34
		13.3	11.5	14.8	13.7	11.1	14.1	14.8	12.6	14.1	12.6
(8)		385	44	41	43	47	47	39	41	41	42
		15.8	16.3	15.2	15.9	17.4	17.4	14.4	15.2	15.2	15.6
(9)		1099	137	105	140	120	123	108	140	113	113
MOST IMPORTANT		45.2	50.7	38.9	51.9	44.4	45.6	40.0	51.9	41.9	41.9
DON'T KNOW		14	2	1	2	1		2	4	2	
		.6	.7	.4	.7	.4		.7	1.5	.7	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.36	7.57	7.00	7.66	7.35	7.43	7.15	7.68	7.26	7.10

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD STORE ARRANGEMENT - EASE OF SHOPPING IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	42	2	6	2	2	3	5	6	7	9
	%	1.7	.7	2.2	.7	.7	1.1	1.9	2.2	2.6	3.3
(2)		44	2	9	3	5	3	3	3	8	8
		1.8	.7	3.3	1.1	1.9	1.1	1.1	1.1	3.0	3.0
(3)		58	9	8	2	8	4	7	6	9	5
		2.4	3.3	3.0	.7	3.0	1.5	2.6	2.2	3.3	1.9
(4)		78	9	9	6	8	11	4	7	11	13
		3.2	3.3	3.3	2.2	3.0	4.1	1.5	2.6	4.1	4.8
(5)		402	50	51	51	48	35	46	34	49	38
		16.5	18.5	18.9	18.9	17.8	13.0	17.0	12.6	18.1	14.1
(6)		187	22	17	20	29	14	23	23	21	18
		7.7	8.1	6.3	7.4	10.7	5.2	8.5	8.5	7.8	6.7
(7)		377	46	47	34	49	44	40	42	45	30
		15.5	17.0	17.4	12.6	18.1	16.3	14.8	15.6	16.7	11.1
(8)		445	41	41	50	42	62	58	49	48	54
		18.3	15.2	15.2	18.5	15.6	23.0	21.5	18.1	17.8	20.0
(9) MOST IMPORTANT		793	89	82	100	79	94	82	100	72	95
		32.6	33.0	30.4	37.0	29.3	34.8	30.4	37.0	26.7	35.2
DON'T KNOW		4			2			2			
		.2			.7			.7			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.04	7.04	6.80	7.28	6.93	7.31	7.08	7.23	6.71	6.99

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF --- COURTEOUS AND HELPFUL EMPLOYEES IN DECIDING WHICH SUPERMARKET TO SHOP IN BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT	NO.	25	2	4	3	1	1	1	2	4	7
(1)	%	1.0	.7	1.5	1.1	.4	.4	.4	.7	1.5	2.6
(2)		34	3	8	2	5	1	5	3	4	3
		1.4	1.1	3.0	.7	1.9	.4	1.9	1.1	1.5	1.1
(3)		27	3	5	3	3	1	3	1	5	3
		1.1	1.1	1.9	1.1	1.1	.4	1.1	.4	1.9	1.1
(4)		39	4	8	2	3	6		3	8	5
		1.6	1.5	3.0	.7	1.1	2.2		1.1	3.0	1.9
(5)		285	44	35	37	33	25	27	24	38	22
		11.7	16.3	13.0	13.7	12.2	9.3	10.0	8.9	14.1	8.1
(6)		144	12	18	20	17	15	18	17	8	19
		5.9	4.4	6.7	7.4	6.3	5.6	6.7	6.3	3.0	7.0
(7)		322	43	40	26	44	26	40	36	39	28
		13.3	15.9	14.8	9.6	16.3	9.6	14.8	13.3	14.4	10.4
(8)		456	44	49	42	45	58	56	54	51	57
		18.8	16.3	18.1	15.6	16.7	21.5	20.7	20.0	18.9	21.1
(9)		1097	115	103	135	119	137	119	130	113	126
MOST IMPORTANT		45.1	42.6	38.1	50.0	44.1	50.7	44.1	48.1	41.9	46.7
DON'T KNOW		1						1			
		.0						.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.57	7.46	7.22	7.64	7.55	7.87	7.67	7.77	7.39	7.60

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
CONVENIENT LOCATION
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO. %	36 1.5	4 1.5	6 2.2	2 .7	6 2.2	4 1.5	2 .7		7 2.6	5 1.9
(2)		10 .4		1 .4		2 .7		1 .4		2 .7	4 1.5
(3)		37 1.5		8 3.0	2 .7	5 1.9	4 1.5	4 1.5	2 .7	5 1.9	7 2.6
(4)		43 1.8	4 1.5	6 2.2	6 2.2	4 1.5	3 1.1	4 1.5	4 1.5	8 3.0	4 1.5
(5)		257 10.6	31 11.5	30 11.1	14 5.2	25 9.3	28 10.4	41 15.2	26 9.6	41 15.2	21 7.8
(6)		123 5.1	13 4.8	15 5.6	12 4.4	14 5.2	6 2.2	22 8.1	12 4.4	16 5.9	13 4.8
(7)		302 12.4	37 13.7	24 8.9	36 13.3	40 14.8	32 11.9	36 13.3	34 12.6	34 12.6	29 10.7
(8)		388 16.0	36 13.3	57 21.1	47 17.4	41 15.2	42 15.6	38 14.1	53 19.6	35 13.0	39 14.4
(9) MOST IMPORTANT		1232 50.7	145 53.7	123 45.6	150 55.6	133 49.3	151 55.9	121 44.8	139 51.5	122 45.2	148 54.8
DON'T KNOW		2 .1			1 .4			1 .4			
TOTAL % BASE		2430 100.0 2430	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270
WEIGHTED AVG.		7.69	7.80	7.51	8.00	7.61	7.86	7.49	7.91	7.31	7.70

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF FRUITS AND VEGETABLES IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	26	1	9	4		1		2	2	7
	%	1.1	.4	3.3	1.5		.4		.7	.7	2.6
(2)		18	1	7	1	1	4	1	1	1	1
		.7	.4	2.6	.4	.4	1.5	.4	.4	.4	.4
(3)		11		4	1	1	2	1			2
		.5		1.5	.4	.4	.7	.4			.7
(4)		20	4	3	2	1		3		4	3
		.8	1.5	1.1	.7	.4		1.1		1.5	1.1
(5)		124	12	17	11	17	17	14	9	11	16
		5.1	4.4	6.3	4.1	6.3	6.3	5.2	3.3	4.1	5.9
(6)		79	9	8	9	9	7	7	8	16	6
		3.3	3.3	3.0	3.3	3.3	2.6	2.6	3.0	5.9	2.2
(7)		266	22	41	27	37	26	38	22	23	30
		10.9	8.1	15.2	10.0	13.7	9.6	14.1	8.1	8.5	11.1
(8)		452	46	48	41	49	53	54	50	54	57
		18.6	17.0	17.8	15.2	18.1	19.6	20.0	18.5	20.0	21.1
(9)		1430	175	131	173	155	160	152	177	159	148
MOST IMPORTANT		58.8	64.8	48.5	64.1	57.4	59.3	56.3	65.6	58.9	54.8
DON'T KNOW		4		2	1				1		
		.2		.7	.4				.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		8.09	8.26	7.57	8.18	8.13	8.10	8.13	8.34	8.13	7.93

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT	NO.	51	3	12	7	1	4	2	8	6	8
(1)	%	2.1	1.1	4.4	2.6	.4	1.5	.7	3.0	2.2	3.0
(2)		33		10	1	4	5	4	2	4	3
		1.4		3.7	.4	1.5	1.9	1.5	.7	1.5	1.1
(3)		37	5	9	4	4	4	3		4	4
		1.5	1.9	3.3	1.5	1.5	1.5	1.1		1.5	1.5
(4)		54	3	8	3	8	7	7	7	6	5
		2.2	1.1	3.0	1.1	3.0	2.6	2.6	2.6	2.2	1.9
(5)		302	35	30	36	37	42	30	32	33	27
		12.4	13.0	11.1	13.3	13.7	15.6	11.1	11.9	12.2	10.0
(6)		134	12	11	11	17	11	17	13	20	22
		5.5	4.4	4.1	4.1	6.3	4.1	6.3	4.8	7.4	8.1
(7)		398	41	54	37	52	43	54	31	51	35
		16.4	15.2	20.0	13.7	19.3	15.9	20.0	11.5	18.9	13.0
(8)		448	44	46	43	51	47	54	56	43	64
		18.4	16.3	17.0	15.9	18.9	17.4	20.0	20.7	15.9	23.7
(9)		962	124	90	125	96	107	98	117	103	102
MOST IMPORTANT		39.6	45.9	33.3	46.3	35.6	39.6	36.3	43.3	38.1	37.8
DON'T KNOW		11	3		3			1	4		
		.5	1.1		1.1			.4	1.5		
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		7.35	7.61	6.90	7.52	7.32	7.30	7.40	7.50	7.27	7.36

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
FAST CHECKOUT SERVICE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO. %	50 2.1	7 2.6	7 2.6	6 2.2	3 1.1	9 3.3	6 2.2	2 .7	5 1.9	5 1.9
(2)		38 1.6	4 1.5	11 4.1	3 1.1	3 1.1	4 1.5	1 .4	1 .4	3 1.1	8 3.0
(3)		57 2.3	8 3.0	9 3.3	10 3.7	7 2.6	4 1.5	8 3.0		3 1.1	8 3.0
(4)		87 3.6	11 4.1	9 3.3	9 3.3	7 2.6	6 2.2	10 3.7	9 3.3	15 5.6	11 4.1
(5)		369 15.2	39 14.4	37 13.7	37 13.7	39 14.4	43 15.9	43 15.9	40 14.8	49 18.1	42 15.6
(6)		184 7.6	28 10.4	15 5.6	20 7.4	24 8.9	21 7.8	26 9.6	11 4.1	25 9.3	14 5.2
(7)		391 16.1	47 17.4	49 18.1	34 12.6	51 18.9	37 13.7	42 15.6	45 16.7	43 15.9	43 15.9
(8)		388 16.0	32 11.9	44 16.3	43 15.9	41 15.2	45 16.7	50 18.5	46 17.0	45 16.7	42 15.6
(9) MOST IMPORTANT		860 35.4	93 34.4	89 33.0	106 39.3	95 35.2	100 37.0	83 30.7	115 42.6	82 30.4	97 35.9
DON'T KNOW		6 .2	1 .4		2 .7		1 .4	1 .4	1 .4		
TOTAL % BASE		2430 100.0 2430	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270
WEIGHTED AVG.		7.09	6.94	6.90	7.16	7.17	7.11	7.00	7.52	6.94	7.01

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ADVERTISED SPECIALS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LEAST IMPORTANT (1)	NO.	184	16	16	15	15	14	17	30	28	33
	%	7.6	5.9	5.9	5.6	5.6	5.2	6.3	11.1	10.4	12.2
(2)		96	8	13	12	9	10	8	6	15	15
		4.0	3.0	4.8	4.4	3.3	3.7	3.0	2.2	5.6	5.6
(3)		108	9	14	11	11	13	10	14	14	12
		4.4	3.3	5.2	4.1	4.1	4.8	3.7	5.2	5.2	4.4
(4)		129	18	16	12	13	9	9	15	21	16
		5.3	6.7	5.9	4.4	4.8	3.3	3.3	5.6	7.8	5.9
(5)		397	45	42	43	42	42	43	37	53	50
		16.3	16.7	15.6	15.9	15.6	15.6	15.9	13.7	19.6	18.5
(6)		174	19	17	17	18	30	20	18	19	16
		7.2	7.0	6.3	6.3	6.7	11.1	7.4	6.7	7.0	5.9
(7)		333	39	38	34	43	39	32	37	39	32
		13.7	14.4	14.1	12.6	15.9	14.4	11.9	13.7	14.4	11.9
(8)		338	30	36	35	40	35	51	35	36	40
		13.9	11.1	13.3	13.0	14.8	13.0	18.9	13.0	13.3	14.8
(9) MOST IMPORTANT		665	85	77	89	79	78	79	77	45	56
		27.4	31.5	28.5	33.0	29.3	28.9	29.3	28.5	16.7	20.7
DON'T KNOW		6	1	1	2			1	1		
		.2	.4	.4	.7			.4	.4		
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		6.30	6.50	6.35	6.55	6.55	6.50	6.61	6.20	5.66	5.77

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN SUPERMARKETS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT- LANTIC	SOUTH AT- LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN- TAIN	PACIFIC
$10 OR LESS	NO.	46	3	4	6	5	6	8	6	6	2
	%	1.9	1.1	1.5	2.2	1.9	2.2	3.0	2.2	2.2	.7
$11 - $20		217	17	22	21	25	19	48	24	25	16
		8.9	6.3	8.1	7.8	9.3	7.0	17.8	8.9	9.3	5.9
$21 - $30		356	36	30	40	26	51	47	39	42	45
		14.7	13.3	11.1	14.8	9.6	18.9	17.4	14.4	15.6	16.7
$31 - $40		377	39	40	46	46	53	46	33	34	40
		15.5	14.4	14.8	17.0	17.0	19.6	17.0	12.2	12.6	14.8
$41 - $50		449	55	49	50	54	49	44	52	43	53
		18.5	20.4	18.1	18.5	20.0	18.1	16.3	19.3	15.9	19.6
$51 - $60		292	28	31	40	33	39	20	40	30	31
		12.0	10.4	11.5	14.8	12.2	14.4	7.4	14.8	11.1	11.5
$61 - $70		179	23	20	24	22	19	21	16	16	18
		7.4	8.5	7.4	8.9	8.1	7.0	7.8	5.9	5.9	6.7
$71 - $80		204	31	24	19	24	14	14	26	29	23
		8.4	11.5	8.9	7.0	8.9	5.2	5.2	9.6	10.7	8.5
$81 - $90		49	8	10	1	7	3	4	3	6	7
		2.0	3.0	3.7	.4	2.6	1.1	1.5	1.1	2.2	2.6
$91 - $100		134	16	20	9	15	9	11	16	20	18
		5.5	5.9	7.4	3.3	5.6	3.3	4.1	5.9	7.4	6.7
MORE THAN $100		79	6	14	7	9	3	4	12	14	10
		3.3	2.2	5.2	2.6	3.3	1.1	1.5	4.4	5.2	3.7
DON'T KNOW/REFUSED		48	8	6	7	4	5	3	3	5	7
		2.0	3.0	2.2	2.6	1.5	1.9	1.1	1.1	1.9	2.6
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		48.83	51.21	53.28	46.76	50.24	44.08	41.34	50.16	51.55	50.92

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN THE SUPERMARKET SHOPPED MOST OFTEN

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
$10 OR LESS	NO.	95	7	9	11	8	12	18	12	11	7
	%	3.9	2.6	3.3	4.1	3.0	4.4	6.7	4.4	4.1	2.6
$11 - $20		331	29	30	38	32	37	55	39	39	32
		13.6	10.7	11.1	14.1	11.9	13.7	20.4	14.4	14.4	11.9
$21 - $30		423	45	44	43	40	52	57	44	41	57
		17.4	16.7	16.3	15.9	14.8	19.3	21.1	16.3	15.2	21.1
$31 - $40		452	45	51	65	58	62	46	41	40	44
		18.6	16.7	18.9	24.1	21.5	23.0	17.0	15.2	14.8	16.3
$41 - $50		409	49	43	42	50	45	42	50	40	48
		16.8	18.1	15.9	15.6	18.5	16.7	15.6	18.5	14.8	17.8
$51 - $60		237	37	28	26	25	25	19	31	24	22
		9.8	13.7	10.4	9.6	9.3	9.3	7.0	11.5	8.9	8.1
$61 - $70		124	9	22	11	15	12	13	14	14	14
		5.1	3.3	8.1	4.1	5.6	4.4	4.8	5.2	5.2	5.2
$71 - $80		146	21	21	13	19	10	3	14	25	20
		6.0	7.8	7.8	4.8	7.0	3.7	1.1	5.2	9.3	7.4
$81 - $90		39	6	3	1	6	2	2	3	11	5
		1.6	2.2	1.1	.4	2.2	.7	.7	1.1	4.1	1.9
$91 - $100		60	10	7	7	6	4	6	7	9	4
		2.5	3.7	2.6	2.6	2.2	1.5	2.2	2.6	3.3	1.5
MORE THAN $100		42	3	4	2	4	1	3	9	8	8
		1.7	1.1	1.5	.7	1.5	.4	1.1	3.3	3.0	3.0
DON'T KNOW/REFUSED		72	9	8	11	7	8	6	6	8	9
		3.0	3.3	3.0	4.1	2.6	3.0	2.2	2.2	3.0	3.3
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		41.35	44.13	43.47	39.01	42.83	37.46	34.79	42.51	45.22	42.73

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT SPENT EACH WEEK EATING OUT IN ANY TYPE OF RESTAURANT BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
$5 OR LESS	NO.	977	118	121	110	90	110	132	84	117	95
	%	40.2	43.7	44.8	40.7	33.3	40.7	48.9	31.1	43.3	35.2
$6 - $10		474	41	43	47	61	67	56	56	55	48
		19.5	15.2	15.9	17.4	22.6	24.8	20.7	20.7	20.4	17.8
$11 - $15		237	32	25	24	28	20	20	40	24	24
		9.8	11.9	9.3	8.9	10.4	7.4	7.4	14.8	8.9	8.9
$16 - $20		267	29	23	37	35	27	22	38	23	33
		11.0	10.7	8.5	13.7	13.0	10.0	8.1	14.1	8.5	12.2
$21 - $25		123	14	14	18	12	10	13	12	11	19
		5.1	5.2	5.2	6.7	4.4	3.7	4.8	4.4	4.1	7.0
$26 - $30		110	10	11	10	14	14	6	13	14	18
		4.5	3.7	4.1	3.7	5.2	5.2	2.2	4.8	5.2	6.7
$31 - $35		18	1	4	1	3	3	1	1		4
		.7	.4	1.5	.4	1.1	1.1	.4	.4		1.5
$36 - $40		45	5	7	4	10	2	4	3	3	7
		1.9	1.9	2.6	1.5	3.7	.7	1.5	1.1	1.1	2.6
$41 - $45		8		1	1	1	1	1	2	1	
		.3		.4	.4	.4	.4	.4	.7	.4	
$46 - $50		47	5	10	2	3	2	2	9	9	5
		1.9	1.9	3.7	.7	1.1	.7	.7	3.3	3.3	1.9
$51 OR MORE		63	6	3	10	8	6	8	7	6	9
		2.6	2.2	1.1	3.7	3.0	2.2	3.0	2.6	2.2	3.3
DON'T KNOW/REFUSED		61	9	8	6	5	8	5	5	7	8
		2.5	3.3	3.0	2.2	1.9	3.0	1.9	1.9	2.6	3.0
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270
WEIGHTED AVG.		12.58	11.79	11.95	13.04	13.87	11.25	10.71	14.04	11.95	14.60

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH MEATS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE ATLANTIC	SOUTH ATLANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC
SUPERMARKET	NO.	1855	206	185	229	202	237	176	212	200	208
	%	76.3	76.3	68.5	84.8	74.8	87.8	65.2	78.5	74.1	77.0
MEAT MARKET/BUTCHER SHOP		304	48	69	17	35	13	31	24	28	39
		12.5	17.8	25.6	6.3	13.0	4.8	11.5	8.9	10.4	14.4
WHOLESALE/FREEZER PLAN		114	6	9	12	17	7	22	17	14	10
		4.7	2.2	3.3	4.4	6.3	2.6	8.1	6.3	5.2	3.7
SMALL GROCERY		18	1	2	1	6		5	2	1	
		.7	.4	.7	.4	2.2		1.9	.7	.4	
ALL OTHERS		3			1					1	1
		.1			.4					.4	.4
NOT ONE STORE											
DON'T BUY MEATS		135	9	5	10	10	13	35	15	26	12
		5.6	3.3	1.9	3.7	3.7	4.8	13.0	5.6	9.6	4.4
DON'T KNOW		1						1			
		.0						.4			
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH PRODUCE

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
SUPERMARKET	NO.	2034	208	197	222	227	223	239	246	243	229
	%	83.7	77.0	73.0	82.2	84.1	82.6	88.5	91.1	90.0	84.8
FRUIT AND VEGETABLE STORE		122	19	35	8	14	12	9	3	6	16
		5.0	7.0	13.0	3.0	5.2	4.4	3.3	1.1	2.2	5.9
DIRECT FROM FARM/ FRUIT STAND		211	41	32	35	24	23	12	12	14	18
		8.7	15.2	11.9	13.0	8.9	8.5	4.4	4.4	5.2	6.7
SMALL GROCERY		9				4	1	1	1	2	
		.4				1.5	.4	.4	.4	.7	
ALL OTHERS		5		1							4
		.2		.4							1.5
NOT ONE STORE		1							1		
		.0							.4		
DON'T BUY FRESH PRODUCE		48	2	5	5	1	11	9	7	5	3
		2.0	.7	1.9	1.9	.4	4.1	3.3	2.6	1.9	1.1
DON'T KNOW											
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST HEALTH AND BEAUTY ITEMS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
SUPERMARKET	NO.	871	93	105	75	99	75	89	109	123	103
	%	35.8	34.4	38.9	27.8	36.7	27.8	33.0	40.4	45.6	38.1
INDEPENDENT DRUGSTORE		183	16	27	13	21	12	28	26	14	26
		7.5	5.9	10.0	4.8	7.8	4.4	10.4	9.6	5.2	9.6
CHAIN/DISCOUNT DRUG STORE		772	88	107	130	79	76	59	52	86	95
		31.8	32.6	39.6	48.1	29.3	28.1	21.9	19.3	31.9	35.2
DISCOUNT DEPARTMENT STORE		504	61	27	40	58	101	81	72	36	28
		20.7	22.6	10.0	14.8	21.5	37.4	30.0	26.7	13.3	10.4
OTHER TYPE STORE		84	8	2	9	12	6	11	9	11	16
		3.5	3.0	.7	3.3	4.4	2.2	4.1	3.3	4.1	5.9
DON'T KNOW/NO USUAL STORE		16	4	2	3	1		2	2		2
		.7	1.5	.7	1.1	.4		.7	.7		.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT EVER BUYS HEALTH AND BEAUTY ITEMS IN SUPERMARKETS (BASED ON THOSE WHO BUY MOST AT SOME OTHER STORE) BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	939	94	97	135	115	124	91	106	88	89
	%	60.2	53.1	58.8	69.2	67.3	63.6	50.3	65.8	59.9	53.3
NO		620	83	68	60	56	71	90	55	59	78
		39.8	46.9	41.2	30.8	32.7	36.4	49.7	34.2	40.1	46.7
TOTAL		1559	177	165	195	171	195	181	161	147	167
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1559	177	165	195	171	195	181	161	147	167

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT SHOPS AT DRIVE-IN CONVENIENCE STORES

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
TWICE A WEEK OR MORE	NO.	243	31	21	32	17	33	13	40	32	24
	%	10.0	11.5	7.8	11.9	6.3	12.2	4.8	14.8	11.9	8.9
ONCE A WEEK		233	30	28	43	24	24	17	31	16	20
		9.6	11.1	10.4	15.9	8.9	8.9	6.3	11.5	5.9	7.4
ONCE EVERY TWO WEEKS		178	22	27	32	18	24	12	19	13	11
		7.3	8.1	10.0	11.9	6.7	8.9	4.4	7.0	4.8	4.1
ONCE A MONTH		402	39	38	37	48	40	42	50	55	53
		16.5	14.4	14.1	13.7	17.8	14.8	15.6	18.5	20.4	19.6
NEVER		1370	147	155	126	163	149	185	130	153	162
		56.4	54.4	57.4	46.7	60.4	55.2	68.5	48.1	56.7	60.0
DON'T KNOW		4	1	1				1		1	
		.2	.4	.4				.4		.4	
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

MAIN COMPLAINT RESPONDENT HAS ABOUT SUPERMARKETS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	NO.	351	39	50	33	40	27	26	46	47	43
	%	14.4	14.4	18.5	12.2	14.8	10.0	9.6	17.0	17.4	15.9
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)		52	7	8	4	4	7	2	6	4	10
		2.1	2.6	3.0	1.5	1.5	2.6	.7	2.2	1.5	3.7
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED		115	16	17	11	14	15	16	9	8	9
		4.7	5.9	6.3	4.1	5.2	5.6	5.9	3.3	3.0	3.3
PRICES TOO HIGH		318	35	33	42	43	38	27	28	35	37
		13.1	13.0	12.2	15.6	15.9	14.1	10.0	10.4	13.0	13.7
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		100	8	17	9	17	16	7	14	5	7
		4.1	3.0	6.3	3.3	6.3	5.9	2.6	5.2	1.9	2.6
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		91	9	8	15	11	9	10	7	11	11
		3.7	3.3	3.0	5.6	4.1	3.3	3.7	2.6	4.1	4.1
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG		18	4	1	2		1	2	3	4	1
		.7	1.5	.4	.7		.4	.7	1.1	1.5	.4
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK		42	3	9	5	3	2	6	4	6	4
		1.7	1.1	3.3	1.9	1.1	.7	2.2	1.5	2.2	1.5
BETTER SELECTION/ VARIETY OF GROCERY ITEMS		126	18	14	11	9	9	15	17	14	19
		5.2	6.7	5.2	4.1	3.3	3.3	5.6	6.3	5.2	7.0
HELP NEEDED TO CARRY GROCERIES TO CAR		28	2	2	4	1	1	4	6	4	4
		1.2	.7	.7	1.5	.4	.4	1.5	2.2	1.5	1.5
ALL OTHERS		376	43	39	50	44	44	39	43	31	43
		15.5	15.9	14.4	18.5	16.3	16.3	14.4	15.9	11.5	15.9
NOTHING/DON'T KNOW		813	86	72	84	84	101	116	87	101	82
		33.5	31.9	26.7	31.1	31.1	37.4	43.0	32.2	37.4	30.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPLAINTS RESPONDENT HAS ABOUT SUPERMARKETS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	NO.	403	46	57	41	47	32	29	49	52	50
	%	16.6	17.0	21.1	15.2	17.4	11.9	10.7	18.1	19.3	18.5
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)		78	9	14	5	7	7	4	11	8	13
		3.2	3.3	5.2	1.9	2.6	2.6	1.5	4.1	3.0	4.8
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED		140	20	22	14	13	20	16	12	9	14
		5.8	7.4	8.1	5.2	4.8	7.4	5.9	4.4	3.3	5.2
PRICES TOO HIGH		433	46	49	55	55	54	34	38	51	51
		17.8	17.0	18.1	20.4	20.4	20.0	12.6	14.1	18.9	18.9
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		149	11	23	15	22	21	11	20	11	15
		6.1	4.1	8.5	5.6	8.1	7.8	4.1	7.4	4.1	5.6
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		143	15	21	21	18	14	13	10	13	18
		5.9	5.6	7.8	7.8	6.7	5.2	4.8	3.7	4.8	6.7
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG		30	6	2	4	1	3	2	5	6	1
		1.2	2.2	.7	1.5	.4	1.1	.7	1.9	2.2	.4
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK		65	5	13	5	6	4	7	9	9	7
		2.7	1.9	4.8	1.9	2.2	1.5	2.6	3.3	3.3	2.6
BETTER SELECTION/ VARIETY OF GROCERY ITEMS		167	25	19	16	12	13	19	21	19	23
		6.9	9.3	7.0	5.9	4.4	4.8	7.0	7.8	7.0	8.5
HELP NEEDED TO CARRY GROCERIES TO CAR		37	3	3	5	1	2	6	7	6	4
		1.5	1.1	1.1	1.9	.4	.7	2.2	2.6	2.2	1.5
ALL OTHERS		465	52	54	64	53	50	43	53	42	54
		19.1	19.3	20.0	23.7	19.6	18.5	15.9	19.6	15.6	20.0
NOTHING/DON'T KNOW		813	86	72	84	84	101	116	87	101	82
		33.5	31.9	26.7	31.1	31.1	37.4	43.0	32.2	37.4	30.4
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT READ ANY FOOD STORE ADVERTISING IN NEWSPAPERS IN THE PAST TWO WEEKS

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1672	190	173	198	205	197	194	190	164	161
	%	68.8	70.4	64.1	73.3	75.9	73.0	71.9	70.4	60.7	59.6
NO		758	80	97	72	65	73	76	80	106	109
		31.2	29.6	35.9	26.7	24.1	27.0	28.1	29.6	39.3	40.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT READ
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE	NO.	392	43	45	48	42	42	42	51	38	41
	%	23.4	22.6	26.0	24.2	20.5	21.3	21.6	26.8	23.2	25.5
TWO		480	68	49	41	75	52	64	50	48	33
		28.7	35.8	28.3	20.7	36.6	26.4	33.0	26.3	29.3	20.5
THREE		408	48	34	57	47	55	45	47	38	37
		24.4	25.3	19.7	28.8	22.9	27.9	23.2	24.7	23.2	23.0
FOUR		211	19	15	28	24	32	23	26	26	18
		12.6	10.0	8.7	14.1	11.7	16.2	11.9	13.7	15.9	11.2
FIVE		69	4	5	12	7	8	8	7	4	14
		4.1	2.1	2.9	6.1	3.4	4.1	4.1	3.7	2.4	8.7
SIX		34	1	6	4	3	5	4	2	3	6
		2.0	.5	3.5	2.0	1.5	2.5	2.1	1.1	1.8	3.7
SEVEN		7			2					3	2
		.4			1.0					1.8	1.2
EIGHT		1	1								
		.1	.5								
DON'T REMEMBER		70	6	19	6	7	3	8	7	4	10
		4.2	3.2	11.0	3.0	3.4	1.5	4.1	3.7	2.4	6.2
TOTAL		1672	190	173	198	205	197	194	190	164	161
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	190	173	198	205	197	194	190	164	161
WEIGHTED AVG.		2.51	2.35	2.38	2.66	2.43	2.62	2.48	2.42	2.57	2.72

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOODSTORE NEWSPAPER ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT- LANTIC	SOUTH AT- LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN- TAIN	PACIFIC
YES	NO.	905	100	100	116	101	104	112	107	84	81
	%	54.1	52.6	57.8	58.6	49.3	52.8	57.7	56.3	51.2	50.3
NO		763	90	73	80	104	93	81	83	80	79
		45.6	47.4	42.2	40.4	50.7	47.2	41.8	43.7	48.8	49.1
DON'T KNOW		4			2			1			1
		.2			1.0			.5			.6
TOTAL		1672	190	173	198	205	197	194	190	164	161
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	190	173	198	205	197	194	190	164	161

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT SAW ANY FOOD STORE ADVERTISING ON T.V. IN THE PAST TWO WEEKS

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1156	123	123	157	133	138	120	131	98	133
	%	47.6	45.6	45.6	58.1	49.3	51.1	44.4	48.5	36.3	49.3
NO		1274	147	147	113	137	132	150	139	172	137
		52.4	54.4	54.4	41.9	50.7	48.9	55.6	51.5	63.7	50.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT SAW ON T.V.
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE	NO.	520	60	55	55	72	56	62	60	48	52
	%	45.0	48.8	44.7	35.0	54.1	40.6	51.7	45.8	49.0	39.1
TWO		326	42	33	48	33	46	28	30	30	36
		28.2	34.1	26.8	30.6	24.8	33.3	23.3	22.9	30.6	27.1
THREE		131	5	10	31	12	14	12	12	8	27
		11.3	4.1	8.1	19.7	9.0	10.1	10.0	9.2	8.2	20.3
FOUR		46	3	6	5	7	6	2	6	4	7
		4.0	2.4	4.9	3.2	5.3	4.3	1.7	4.6	4.1	5.3
FIVE		5			4						1
		.4			2.5						.8
SIX		6			2		1	1			2
		.5			1.3		.7	.8			1.5
SEVEN											
EIGHT											
DON'T REMEMBER		122	13	19	12	9	15	15	23	8	8
		10.6	10.6	15.4	7.6	6.8	10.9	12.5	17.6	8.2	6.0
TOTAL		1156	123	123	157	133	138	120	131	98	133
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	123	123	157	133	138	120	131	98	133
WEIGHTED AVG.		1.75	1.55	1.68	2.04	1.63	1.79	1.60	1.67	1.64	2.00

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOOD STORE T.V. ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION: NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	212	17	21	36	28	35	13	26	17	19
	%	18.3	13.8	17.1	22.9	21.1	25.4	10.8	19.8	17.3	14.3
NO		938	103	102	120	105	103	106	105	81	113
		81.1	83.7	82.9	76.4	78.9	74.6	88.3	80.2	82.7	85.0
DON'T KNOW		6	3		1			1			1
		.5	2.4		.6			.8			.8
TOTAL		1156	123	123	157	133	138	120	131	98	133
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	123	123	157	133	138	120	131	98	133

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
REGULARLY (WEEKLY OR MORE OFTEN)	NO.	738	91	77	89	71	79	89	84	71	87
	%	30.4	33.7	28.5	33.0	26.3	29.3	33.0	31.1	26.3	32.2
SOMETIMES (LESS THAN ONCE A WEEK)		1068	110	105	127	138	130	116	116	124	102
		44.0	40.7	38.9	47.0	51.1	48.1	43.0	43.0	45.9	37.8
NEVER		624	69	88	54	61	61	65	70	75	81
		25.7	25.6	32.6	20.0	22.6	22.6	24.1	25.9	27.8	30.0
TOTAL		2430	270	270	270	270	270	270	270	270	270
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
(BASED ON THOSE WHO COMPARE PRICES)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
BY CHECKING NEWSPAPER ADS	NO. %	1416 78.4	156 77.6	146 80.2	172 79.6	170 81.3	167 79.9	166 81.0	162 81.0	140 71.8	137 72.5
BY CHECKING PRICES IN HANDBILLS OR CIRCULARS		1043 57.8	140 69.7	116 63.7	113 52.3	133 63.6	132 63.2	118 57.6	114 57.0	88 45.1	89 47.1
BY STORE VISITS AND CHECKING SHELF PRICES		1194 66.1	122 60.7	111 61.0	143 66.2	145 69.4	136 65.1	132 64.4	141 70.5	130 66.7	134 70.9
BY TALKING TO NEIGHBORS OR FRIENDS		787 43.6	96 47.8	76 41.8	106 49.1	90 43.1	103 49.3	87 42.4	85 42.5	75 38.5	69 36.5
BASE		1806	201	182	216	209	209	205	200	195	189

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT HAS REDEEMED ANY MANUFACTURERS' COUPONS IN THE PAST 4 WEEKS

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1239	170	164	141	164	111	135	107	116	131
	%	51.0	63.0	60.7	52.2	60.7	41.1	50.0	39.6	43.0	48.5
NO		1191	100	106	129	106	159	135	163	154	139
		49.0	37.0	39.3	47.8	39.3	58.9	50.0	60.4	57.0	51.5
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRIVATE LABEL BRANDS TO NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SCUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
BETTER THAN NATIONALLY ADVERTISED BRANDS	NO.	62	3	5	9	7	11	9	7	2	9
	%	2.6	1.1	1.9	3.3	2.6	4.1	3.3	2.6	.7	3.3
EQUAL TO NATIONALLY ADVERTISED BRANDS		1462	165	162	149	155	151	176	166	172	166
		60.2	61.1	60.0	55.2	57.4	55.9	65.2	61.5	63.7	61.5
NOT AS GOOD AS NATIONALLY ADVERTISED BRANDS		727	78	80	94	96	92	64	76	75	72
		29.9	28.9	29.6	34.8	35.6	34.1	23.7	28.1	27.8	26.7
DON'T KNOW		179	24	23	18	12	16	21	21	21	23
		7.4	8.9	8.5	6.7	4.4	5.9	7.8	7.8	7.8	8.5
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASON WHY PRIVATE LABEL BRANDS ARE PRICED LOWER THAN NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ADVERTISING COSTS ARE ELIMINATED	NO.	1480	171	146	160	159	150	178	163	173	180
	%	60.9	63.3	54.1	59.3	58.9	55.6	65.9	60.4	64.1	66.7
QUALITY IS NOT AS GOOD/AS CONSISTENT		755	76	104	93	95	92	72	74	77	72
		31.1	28.1	38.5	34.4	35.2	34.1	26.7	27.4	28.5	26.7
DON'T KNOW		195	23	20	17	16	28	20	33	20	18
		8.0	8.5	7.4	6.3	5.9	10.4	7.4	12.2	7.4	6.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS EVER PURCHASED ANY GENERIC PRODUCTS
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	918	139	116	80	124	72	87	86	145	69
	%	37.8	51.5	43.0	29.0	45.9	26.7	32.2	31.9	53.7	25.6
NO		1512	131	154	190	146	198	183	184	125	201
		62.2	48.5	57.0	70.4	54.1	73.3	67.8	68.1	46.3	74.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

GENERIC PRODUCTS RESPONDENT HAS PURCHASED
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
PAPER PRODUCTS	NO.	568	98	82	49	76	44	33	44	103	39
	%	61.9	70.5	70.7	61.3	61.3	61.1	37.9	51.2	71.0	56.5
DAIRY PRODUCTS		118	14	9	13	11	13	15	9	21	13
		12.9	10.1	7.8	16.3	8.9	18.1	17.2	10.5	14.5	18.6
SOUP		212	24	21	24	37	15	23	20	29	19
		23.1	17.3	18.1	30.0	29.8	20.8	26.4	23.3	20.0	27.5
CATSUP		285	40	37	25	44	24	21	26	46	22
		31.0	28.8	31.9	31.3	35.5	33.3	24.1	30.2	31.7	31.9
CANNED PASTA		87	18	9	7	8	6	11	12	11	5
		9.5	12.9	7.8	8.8	6.5	8.3	12.6	14.0	7.6	7.2
JUICES		251	35	22	26	41	21	22	27	32	25
		27.3	25.2	19.0	32.5	33.1	29.2	25.3	31.4	22.1	36.2
CANNED VEGETABLES/ CANNED FRUITS		367	52	44	26	36	28	34	46	73	28
		40.0	37.4	37.9	32.5	29.0	38.9	39.1	53.5	50.3	40.6
PEANUT BUTTER		76	17	10	10	6	5	5	8	12	3
		8.3	12.2	8.6	12.5	4.8	6.9	5.7	9.3	8.3	4.3
LAUNDRY/DISHWASHER DETERGENT		86	22	11	8	15	2	4	8	12	4
		9.4	15.8	9.5	10.0	12.1	2.8	4.6	9.3	8.3	5.8
JELLY		62	12	15	5	4	3	4	6	8	5
		6.8	8.6	12.9	6.3	3.2	4.2	4.6	7.0	5.5	7.2
ALL OTHERS		360	43	41	33	56	24	36	37	67	23
		39.2	30.9	35.3	41.3	45.2	33.3	41.4	43.0	46.2	33.3
DON'T KNOW		6					2	2	1	1	
		.7					2.8	2.3	1.2	.7	
BASE		918	139	116	80	124	72	87	86	145	69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

RATING OF GENERIC PAPER PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PAPER PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER	NO.	5	1	1			1		1	1	
	%	.9	1.0	1.2			2.3		2.3	1.0	
SOMEWHAT BETTER		7		1	1	3	1				1
		1.2		1.2	2.0	3.9	2.3				2.6
SAME		220	34	32	20	28	21	13	16	34	22
		38.7	34.7	39.0	40.8	36.8	47.7	39.4	36.4	33.0	56.4
SOMEWHAT LOWER		238	46	31	20	31	14	15	18	50	13
		41.9	46.9	37.8	40.8	40.8	31.8	45.5	40.9	48.5	33.3
MUCH LOWER		91	16	14	7	14	7	4	8	18	3
		16.0	16.3	17.1	14.3	18.4	15.9	12.1	18.2	17.5	7.7
DON'T KNOW		7	1	3	1			1	1		
		1.2	1.0	3.7	2.0			3.0	2.3		
TOTAL		568	98	82	49	76	44	33	44	103	39
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		568	98	82	49	76	44	33	44	103	39

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC DAIRY PRODUCTS COMPARED TO NATIONAL BRANDS (BASED ON THOSE WHO HAVE PURCHASED GENERIC DAIRY PRODUCTS) BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER	NO.	2								1	1
	%	1.7								4.8	7.7
SOMEWHAT BETTER		2						1		1	
		1.7						6.7		4.8	
SAME		87	12	7	9	5	11	10	7	18	8
		73.7	85.7	77.8	69.2	45.5	84.6	66.7	77.8	85.7	61.5
SOMEWHAT LOWER		17	1	2	1	4	2	3	1	1	2
		14.4	7.1	22.2	7.7	36.4	15.4	20.0	11.1	4.8	15.4
MUCH LOWER		7			2	1		1	1		2
		5.9			15.4	9.1		6.7	11.1		15.4
DON'T KNOW		3	1		1	1					
		2.5	7.1		7.7	9.1					
TOTAL		118	14	9	13	11	13	15	9	21	13
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		118	14	9	13	11	13	15	9	21	13

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC SOUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC SOUP)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER	NO.	3	1							2	
	%	1.4	4.2							6.9	
SOMEWHAT BETTER		3		1				1		1	
		1.4		4.8				4.3		3.4	
SAME		125	13	14	16	17	7	13	15	16	14
		59.0	54.2	66.7	66.7	45.9	46.7	56.5	75.0	55.2	73.7
SOMEWHAT LOWER		62	9	6	8	13	6	5	2	9	4
		29.2	37.5	28.6	33.3	35.1	40.0	21.7	10.0	31.0	21.1
MUCH LOWER		17				7	2	3	3	1	1
		8.0				18.9	13.3	13.0	15.0	3.4	5.3
DON'T KNOW		2	1					1			
		.9	4.2					4.3			
TOTAL		212	24	21	24	37	15	23	20	29	19
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		212	24	21	24	37	15	23	20	29	19

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CATSUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CATSUP)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER	NO.	5		1	2	1				1	
	%	1.8		2.7	8.0	2.3				2.2	
SOMEWHAT BETTER		4				1		2	1		
		1.4				2.3		9.5	3.8		
SAME		182	25	26	17	21	17	14	20	28	14
		63.9	62.5	70.3	68.0	47.7	70.8	66.7	76.9	60.9	63.6
SOMEWHAT LOWER		67	10	7	6	14	3	4	4	13	6
		23.5	25.0	18.9	24.0	31.8	12.5	19.0	15.4	28.3	27.3
MUCH LOWER		23	5	2		5	4		1	4	2
		8.1	12.5	5.4		11.4	16.7		3.8	8.7	9.1
DON'T KNOW		4		1		2		1			
		1.4		2.7		4.5		4.8			
TOTAL		285	40	37	25	44	24	21	26	46	22
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		285	40	37	25	44	24	21	26	46	22

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CANNED PASTA COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CANNED PASTA)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER	NO.										
	%										
SOMEWHAT BETTER		3			1		1	1			
		3.4			14.3		16.7	9.1			
SAME		65	11	6	5	6	2	8	12	10	5
		74.7	61.1	66.7	71.4	75.0	33.3	72.7	100.0	90.9	100.0
SOMEWHAT LOWER		12	3	2		1	3	2		1	
		13.8	16.7	22.2		12.5	50.0	18.2		9.1	
MUCH LOWER		7	4	1	1	1					
		8.0	22.2	11.1	14.3	12.5					
DON'T KNOW											
TOTAL		87	18	9	7	8	6	11	12	11	5
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		87	18	9	7	8	6	11	12	11	5

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC JUICES COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC JUICES)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER	NO.	6	2		1	1	1	1			
	%	2.4	5.7		3.8	2.4	4.8	4.5			
SOMEWHAT BETTER		10	1	1	1	2	1	1		2	1
		4.0	2.9	4.5	3.8	4.9	4.8	4.5		6.3	4.0
SAME		178	25	15	21	28	11	16	21	25	16
		70.9	71.4	68.2	80.8	68.3	52.4	72.7	77.8	78.1	64.0
SOMEWHAT LOWER		41	5	4	3	6	8	3	4	3	5
		16.3	14.3	18.2	11.5	14.6	38.1	13.6	14.8	9.4	20.0
MUCH LOWER		15	2	2		4			2	2	3
		6.0	5.7	9.1		9.8			7.4	6.3	12.0
DON'T KNOW		1						1			
		.4						4.5			
TOTAL		251	35	22	26	41	21	22	27	32	25
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		251	35	22	26	41	21	22	27	32	25

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

LIKELIHOOD OF CONTINUING TO PURCHASE GENERIC PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
WILL DEFINITELY CONTINUE TO BUY THEM	NO. %	292 31.8	48 34.5	33 28.4	21 26.3	35 28.2	22 30.6	23 26.4	31 36.0	54 37.2	25 36.2
WILL PROBABLY CONTINUE TO BUY THEM		281 30.6	39 28.1	29 25.0	33 41.3	41 33.1	23 31.9	28 32.2	29 33.7	46 31.7	13 18.8
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM		178 19.4	30 21.6	26 22.4	15 18.8	23 18.5	14 19.4	18 20.7	11 12.8	21 14.5	20 29.0
WILL PROBABLY NOT CONTINUE TO BUY THEM		80 8.7	10 7.2	13 11.2	5 6.3	11 8.9	10 13.9	6 6.9	4 4.7	15 10.3	6 8.7
WILL DEFINITELY NOT CONTINUE TO BUY THEM		86 9.4	12 8.6	15 12.9	5 6.3	14 11.3	3 4.2	12 13.8	11 12.8	9 6.2	5 7.2
DON'T KNOW		1 .1			1 1.3						
TOTAL		918	139	116	80	124	72	87	86	145	69
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	139	116	80	124	72	87	86	145	69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPARISON OF GENERIC PRODUCTS TO PRIVATE LABEL PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MUCH BETTER THAN PRIVATE LABEL PRODUCTS	NO.	15	3	2	3	2	2		2	1	
	%	1.6	2.2	1.7	3.8	1.6	2.8		2.3	.7	
SOMEWHAT BETTER THAN PRIVATE LABEL PRODUCTS		50	6	5	5	3	2	7	6	10	6
		5.4	4.3	4.3	6.3	2.4	2.8	8.0	7.0	6.9	8.7
ABOUT THE SAME		552	79	70	51	73	43	54	52	81	49
		60.1	56.8	60.3	63.8	58.9	59.7	62.1	60.5	55.9	71.0
SOMEWHAT WORSE THAN PRIVATE LABEL PRODUCTS		204	36	27	13	29	17	15	18	39	10
		22.2	25.9	23.3	16.3	23.4	23.6	17.2	20.9	26.9	14.5
MUCH WORSE THAN PRIVATE LABEL PRODUCTS		58	9	7	5	13	6	3	4	7	4
		6.3	6.5	6.0	6.3	10.5	8.3	3.4	4.7	4.8	5.8
DON'T KNOW		39	6	5	3	4	2	8	4	7	
		4.2	4.3	4.3	3.8	3.2	2.8	9.2	4.7	4.8	
TOTAL		918	139	116	80	124	72	87	86	145	69
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	139	116	80	124	72	87	86	145	69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE OF EASE OF CHECK CASHING WHEN DECIDING AT WHICH SUPERMARKET TO SHOP

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
VERY IMPORTANT	NO.	1257	101	94	147	152	158	149	153	153	150
	%	51.7	37.4	34.8	54.4	56.3	58.5	55.2	56.7	56.7	55.6
SOMEWHAT IMPORTANT		500	53	52	54	53	56	58	67	54	53
		20.6	19.6	19.3	20.0	19.6	20.7	21.5	24.8	20.0	19.6
NEITHER IMPORTANT NOR UNIMPORTANT		121	18	10	20	6	9	19	14	14	11
		5.0	6.7	3.7	7.4	2.2	3.3	7.0	5.2	5.2	4.1
SOMEWHAT UNIMPORTANT		187	36	29	14	24	17	19	14	17	17
		7.7	13.3	10.7	5.2	8.9	6.3	7.0	5.2	6.3	6.3
VERY UNIMPORTANT		346	57	83	33	33	27	22	21	32	38
		14.2	21.1	30.7	12.2	12.2	10.0	8.1	7.8	11.9	14.1
DON'T KNOW		19	5	[illegible]	2	2	3	3	1		1
		.8	1.9	.7	.7	.7	1.1	1.1	.4		.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS CHECK CASHING PRIVILEGES OR A CHECK CASHING CARD AT ANY SUPERMARKET

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1186	164	114	150	145	132	89	147	107	138
	%	48.8	60.7	42.2	55.6	53.7	48.9	33.0	54.4	39.6	51.1
NO		1244	106	156	120	125	138	181	123	163	132
		51.2	39.3	57.8	44.4	46.3	51.1	67.0	45.6	60.4	48.9
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AT HOW MANY SUPERMARKETS RESPONDENT HAS CHECK CASHING PRIVILEGES
(BASED ON THOSE WITH CHECK CASHING PRIVILEGES)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
ONE STORE	NO.	499	74	59	60	64	62	29	56	42	53
	%	42.1	45.1	51.8	40.0	44.1	47.0	32.6	38.1	39.3	38.4
MORE THAN ONE STORE		684	90	55	89	81	70	60	90	64	85
		57.7	54.9	48.2	59.3	55.9	53.0	67.4	61.2	59.8	61.6
DON'T REMEMBER		3			1				1	1	
		.3			.7				.7	.9	
TOTAL		1186	164	114	150	145	132	89	147	107	138
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1186	164	114	150	145	132	89	147	107	138

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS ANY BANK CREDIT CARDS

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	1143	133	155	123	121	84	99	116	145	167
	%	47.0	49.3	57.4	45.6	44.8	31.1	36.7	43.0	53.7	61.9
NO		1284	137	114	146	149	185	171	154	125	103
		52.8	50.7	42.2	54.1	55.2	68.5	63.3	57.0	46.3	38.1
DON'T KNOW		3		1	1		1				
		.1		.4	.4		.4				
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHICH BANK CREDIT CARDS RESPONDENT HAS
(BASED ON THOSE WHO HAVE BANK CREDIT CARDS)
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MASTER CHARGE	NO.	751	93	94	84	84	57	61	72	88	118
	%	65.7	69.9	60.6	68.3	69.4	67.9	61.6	62.1	60.7	70.7
VISA/BANKAMERICARD		797	86	96	83	93	55	66	81	106	131
		69.7	64.7	61.9	67.5	76.9	65.5	66.7	69.8	73.1	78.4
ALL OTHERS		6			5						1
		.5			4.1						.6
REFUSED/DON'T KNOW		27	3	6	2	2	1	1	3	4	5
		2.4	2.3	3.9	1.6	1.7	1.2	1.0	2.6	2.8	3.0
BASE		1143	133	155	123	121	84	99	116	145	167

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT IS PARTICIPATING IN ANY GAMES OR CONTESTS AT ANY SUPERMARKETS WHERE THEY SHOP

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
YES	NO.	281	16	33	38	28	40	36	38	16	36
	%	11.6	5.9	12.2	14.1	10.4	14.8	13.3	14.1	5.9	13.3
NO		2149	254	237	232	242	230	234	232	254	234
		88.4	94.1	87.8	85.9	89.6	85.2	86.7	85.9	94.1	86.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AGE OF RESPONDENT

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
			CENSUS REGION								
UNDER 18	NO.	19	2	2	3	2	2	2	1	3	2
	%	.8	.7	.7	1.1	.7	.7	.7	.4	1.1	.7
18 - 24		281	25	22	37	33	29	21	29	44	41
		11.6	9.3	8.1	13.7	12.2	10.7	7.8	10.7	16.3	15.2
25 - 29		353	46	36	39	45	40	35	37	41	34
		14.5	17.0	13.3	14.4	16.7	14.8	13.0	13.7	15.2	12.6
30 - 34		292	28	41	25	30	37	33	31	34	33
		12.0	10.4	15.2	9.3	11.1	13.7	12.2	11.5	12.6	12.2
35 - 39		247	25	22	37	30	29	23	26	27	28
		10.2	9.3	8.1	13.7	11.1	10.7	8.5	9.6	10.0	10.4
40 - 44		209	29	25	21	32	19	20	20	23	20
		8.6	10.7	9.3	7.8	11.9	7.0	7.4	7.4	8.5	7.4
45 - 49		154	20	21	16	20	17	17	18	16	9
		6.3	7.4	7.8	5.9	7.4	6.3	6.3	6.7	5.9	3.3
50 - 54		206	19	22	15	22	24	29	26	20	29
		8.5	7.0	8.1	5.6	8.1	8.9	10.7	9.6	7.4	10.7
55 - 59		181	15	19	28	14	19	20	30	19	17
		7.4	5.6	7.0	10.4	5.2	7.0	7.4	11.1	7.0	6.3
60 AND OVER		474	60	57	48	40	52	68	52	42	55
		19.5	22.2	21.1	17.8	14.8	19.3	25.2	19.3	15.6	20.4
REFUSED		14	1	3	1	2	2	2		1	2
		.6	.4	1.1	.4	.7	.7	.7		.4	.7
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD
BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT- LANTIC	SOUTH AT- LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN- TAIN	PACIFIC
1 PERSON	NO.	348	36	42	38	31	38	42	42	42	37
	%	14.3	13.3	15.6	14.1	11.5	14.1	15.6	15.6	15.6	13.7
2 PEOPLE		802	86	79	82	69	95	94	96	85	116
		33.0	31.9	29.3	30.4	25.6	35.2	34.8	35.6	31.5	43.0
3 PEOPLE		452	47	59	61	54	50	51	44	46	40
		18.6	17.4	21.9	22.6	20.0	18.5	18.9	16.3	17.0	14.8
4 PEOPLE		447	58	46	64	62	46	44	41	48	38
		18.4	21.5	17.0	23.7	23.0	17.0	16.3	15.2	17.8	14.1
5 PEOPLE		191	23	17	8	29	21	22	27	26	18
		7.9	8.5	6.3	3.0	10.7	7.8	8.1	10.0	9.6	6.7
6 PEOPLE		112	11	19	9	15	11	9	12	13	13
		4.6	4.1	7.0	3.3	5.6	4.1	3.3	4.4	4.8	4.8
7 OR MORE PEOPLE		73	8	8	7	8	9	8	8	10	7
		3.0	3.0	3.0	2.6	3.0	3.3	3.0	3.0	3.7	2.6
REFUSED		5	1		1	2					1
		.2	.4		.4	.7					.4
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES

BY TOTAL SAMPLE AND CENSUS REGION

		TOTAL SAMPLE	CENSUS REGION								
			NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
LESS THAN $6,000	NO. %	277 11.4	27 10.0	22 8.1	33 12.2	26 9.6	48 17.8	41 15.2	39 14.4	22 8.1	19 7.0
$6,000 - $9,999		317 13.0	30 11.1	33 12.2	41 15.2	33 12.2	45 16.7	39 14.4	26 9.6	43 15.9	27 10.0
$10,000 - $14,999		451 18.6	59 21.9	55 20.4	60 22.2	46 17.0	46 17.0	53 19.6	48 17.8	44 16.3	40 14.8
$15,000 - $19,999		381 15.7	41 15.2	41 15.2	43 15.9	45 16.7	42 15.6	42 15.6	41 15.2	40 14.8	46 17.0
$20,000 - $24,999		269 11.1	41 15.2	25 9.3	28 10.4	34 12.6	21 7.8	26 9.6	29 10.7	35 13.0	30 11.1
$25,000 OR MORE		413 17.0	35 13.0	54 20.0	43 15.9	42 15.6	32 11.9	28 10.4	58 21.5	51 18.9	70 25.9
REFUSED		322 13.3	37 13.7	40 14.8	22 8.1	44 16.3	36 13.3	41 15.2	29 10.7	35 13.0	38 14.1
TOTAL % BASE		2430 100.0 2430	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270	270 100.0 270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

SEX OF RESPONDENT

BY TOTAL SAMPLE AND CENSUS REGION

			CENSUS REGION								
		TOTAL SAMPLE	NEW ENGLAND	MIDDLE AT-LANTIC	SOUTH AT-LANTIC	EAST NORTH CENTRAL	EAST SOUTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	MOUN-TAIN	PACIFIC
MALE	NO.	427	36	53	51	49	41	43	39	56	59
	%	17.6	13.3	19.6	18.9	18.1	15.2	15.9	14.4	20.7	21.9
FEMALE		2003	234	217	219	221	229	227	231	214	211
		82.4	86.7	80.4	81.1	81.9	84.8	84.1	85.6	79.3	78.1
TOTAL		2430	270	270	270	270	270	270	270	270	270
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	270	270	270	270	270	270	270	270	270

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

QUESTIONNAIRE

FOOD SHOPPING HABITS STUDY

Good morning/afternoon/evening. My name is ______________________ of Burgoyne, Inc., a national marketing research company. We are talking to people about food shopping and we would like to ask you a few questions.

Who usually does most of the grocery shopping for your family? (IF RESPONDENT, CONTINUE INTERVIEW. IF NOT RESPONDENT, ASK TO SPEAK TO THAT PERSON. IF NOT AT HOME, TERMINATE.)

1. How often do you shop in a supermarket or discount store supermarket?

____

IF RESPONDENT NEVER SHOPS IN A SUPERMARKET OR DISCOUNT STORE SUPERMARKET, TERMINATE AND RECORD

2. At which supermarkets or discount store supermarkets have you shopped in the past month? (PROBE: ANY OTHERS?)

______________________ ______________________

______________________ ______________________

3a. Have you changed the supermarket where you do most of your shopping during the past year?

YES ☐ - - - - - - (CONTINUE)

NO ☐ - - - - - - (SKIP TO Q.#4)

3b. What was your reason for changing from the supermarket where you did most of your shopping? (PROBE: ANY OTHERS?)

____

____

4. In how many different supermarkets did you shop during the past week?

____

5. Now, I would like to read you some factors people consider when selecting a supermarket to shop in. As I read each factor, I would like you to give that factor a number rating from 1 to 9 based on how important it is to you. The more important the factor is to you the higher the number - closer to 9. The less important the factor is to you, the lower the number - closer to 1. Number 5 is exactly in the middle. (ROTATE ORDER)

_____	ATTRACTIVENESS & CLEANLINESS OF STORE	1	2	3	4	5	6	7	8	9
_____	GOOD PARKING FACILITIES	1	2	3	4	5	6	7	8	9
_____	VARIETY & SELECTION OF GROCERY MERCHANDISE	1	2	3	4	5	6	7	8	9
_____	OVERALL PRICES OF GROCERIES	1	2	3	4	5	6	7	8	9
_____	QUALITY & FRESHNESS OF MEATS	1	2	3	4	5	6	7	8	9
_____	PRICES OF MEATS	1	2	3	4	5	6	7	8	9
_____	GOOD STORE ARRANGEMENT - EASE OF SHOPPING	1	2	3	4	5	6	7	8	9
_____	COURTEOUS & HELPFUL EMPLOYEES	1	2	3	4	5	6	7	8	9
_____	CONVENIENT LOCATION.................................	1	2	3	4	5	6	7	8	9
_____	QUALITY & FRESHNESS OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
_____	PRICES OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
_____	FAST CHECK-OUT SERVICE	1	2	3	4	5	6	7	8	9
_____	ADVERTISED SPECIALS	1	2	3	4	5	6	7	8	9

6a. Approximately how much would you say you spend per week in supermarkets?

$ ______________________

6b. About how much of that amount would you say is spent at the supermarket where you do most of your shopping?

$ ______________________

7. Approximately how much would you say your household spends each week eating out in any type of restaurant or carry out restaurant?

$ ______________________

8. In what type of store do you buy most of your fresh meats? (READ CHOICES)

SUPERMARKET ☐
MEAT MARKET OR BUTCHER SHOP ☐
WHOLESALE OR FREEZER PLAN ☐
OTHER ____________________ ☐

DON'T BUY MEATS ☐

9. In what type of store do you buy most of your fresh fruits and vegetables (READ CHOICES)

SUPERMARKET ☐
FRUIT & VEGETABLE STORE ☐
FRUIT STAND OR DIRECT FROM THE FARM ☐
OTHER ____________________ ☐

DON'T BUY FRESH PRODUCE ☐

10a. At which one of the following stores do you buy most of your health and beauty items, such as toothpaste, shampoos, or headache remedies? (READ CHOICES)

SUPERMARKET ☐ - - - - - - (SKIP TO Q.#11)
INDEPENDENT DRUG STORE ☐
DISCOUNT DRUG STORE ☐
CHAIN DRUG STORE ☐
DISCOUNT DEPARTMENT STORE ☐
OTHER TYPE OF STORE

____________________ ☐
(SPECIFY)

10b. Do you ever buy health and beauty aid items in Supermarkets?

YES ☐
NO ☐

11. How often do you buy items at Drive-In convenience stores?

TWICE A WEEK OR MORE ☐
ONCE A WEEK ☐
ONCE EVERY TWO WEEKS ☐
ONCE A MONTH ☐
NEVER ☐

12. Thinking about the supermarkets where you shop, what one thing would you change that you don't like or that could be improved? (CLARIFY) Are there any other things that you would like to see changed?

____

____

13a. During the past week or two have you read any food store advertising in newspapers?

YES ☐
NO ☐ - - - - - - (SKIP TO Q.#13d)

13b. Whose food store advertising do you remember reading?

____________________ ____________________

____________________ ____________________

13c. Do the food store ads influence your decision of where to shop?

YES ☐
NO ☐

13d. During the past week or two have you seen any food store advertising on television?

YES ☐

NO ☐ - - - - - - (SKIP TO Q.#14)

13e. Whose food store advertising do you remember seeing?

________________________________ ________________________________

________________________________ ________________________________

13f. Do the food store commercials influence your decision of where to shop?

YES ☐

NO ☐

14. In the past 4 weeks have you redeemed any manufacturers coupons, that is, those that can be redeemed in any store?

YES ☐

NO ☐

15a. Do you compare prices between different supermarkets? (READ CHOICES)

REGULARLY (WEEKLY OR MORE OFTEN) ☐

SOMETIMES (LESS THAN ONCE A WEEK) ☐

NEVER ☐ - - - - - - (SKIP TO Q.#16a)

15b. How do you compare prices? (READ CHOICES) (ROTATE ORDER)

	YES	NO
____ BY CHECKING NEWSPAPER ADS	☐	☐
____ BY CHECKING PRICES IN HANDBILLS OR CIRCULARS	☐	☐
____ BY STORE VISITS AND CHECKING SHELF PRICES	☐	☐
____ BY TALKING TO YOUR NEIGHBORS OR FRIENDS	☐	☐

16a. As you know, some supermarkets stock their own brands of merchandise - what we call "private label" or the store's own brands. In general, would you say the quality of private label brands is BETTER THAN, EQUAL TO, or NOT AS GOOD AS nationally advertised brands?

BETTER THAN ☐

EQUAL TO ☐

NOT AS GOOD AS ☐

D.K. ☐

REPEAT RESPONDENT'S ANSWER AS: "THAT IS, YOU FEEL THAT THE QUALITY OF PRIVATE LABEL BRANDS IS ____________________ NATIONALLY ADVERTISED BRANDS."
(INSERT ANSWER)

16b. Generally, private label brands of canned goods are priced lower than nationally advertised brands. Which of these statements comes closest to the way you feel?

PRIVATE LABEL BRANDS ARE LOWER IN PRICE BECAUSE ADVERTISING COSTS ARE ELIMINATED. ☐

PRIVATE LABEL BRANDS ARE LOWER IN PRICE BECAUSE QUALITY IS NOT AS GOOD OR AS CONSISTENT AS NATIONALLY ADVERTISED BRANDS. ☐

17a. A number of supermarkets have begun carrying generic, no-name brand products which have plain labels and sell at a lower price. Have you ever purchased any generic "no name" brand products?

YES ☐

NO ☐ - - - - - - (SKIP TO Q.#19a)

17b. Which of the following generic "no name" brand products have you purchased? (READ LIST) Have you purchased any other generic products?

17c. (FOR EACH CHECKED IN 17b ASK:)

How would you compare the quality of the generic (INSERT PRODUCT NAME) that you bought to national brands of (PRODUCT NAME) ?

Would you say that the quality of the generic (PRODUCT) is much better than, somewhat better than, about the same as, somewhat lower or much lower than the quality of the national brands. (RECORD BELOW)

	Q.#17b		Q.#17c				
	PURCHASE		MUCH BETTER	SOMEWHAT BETTER	SAME	SOMEWHAT LOWER	MUCH LOWER
PAPER PRODUCTS	☐	--------	☐	☐	☐	☐	☐
DAIRY PRODUCTS	☐	--------	☐	☐	☐	☐	☐
SOUP	☐	--------	☐	☐	☐	☐	☐
KETCHUP	☐	--------	☐	☐	☐	☐	☐
CANNED PASTA	☐	--------	☐	☐	☐	☐	☐
JUICES	☐	--------	☐	☐	☐	☐	☐
OTHER (SPECIFY)							
____________	☐						

17d. How likely is it that you will continue to buy generic "no name" food products in the future? (READ CHOICES)

WILL DEFINITELY CONTINUE TO BUY THEM ☐
WILL PROBABLY CONTINUE TO BUY THEM ☐
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM ☐
WILL PROBABLY NOT CONTINUE TO BUY THEM ☐
WILL DEFINITELY NOT CONTINUE TO BUY THEM ☐

18. Overall, how would you compare generic "no name" brand products to the stores own private label brand? Would you say that the generic "no name" products are much better than, somewhat better than, about the same as, somewhat lower or much lower than private label store brand products.

MUCH BETTER ☐
SOMEWHAT BETTER ☐
ABOUT THE SAME ☐
SOMEWHAT LOWER ☐
MUCH LOWER ☐

19a. How important a factor is ease of check cashing when deciding at which supermarket to shop? Would you say that ease of check cashing is . . . (READ CHOICES)

VERY IMPORTANT ☐
SOMEWHAT IMPORTANT ☐
NEITHER IMPORTANT, NOR UNIMPORTANT ☐
SOMEWHAT UNIMPORTANT ☐
VERY UNIMPORTANT ☐

19b. Do you have any bank credit cards like Master Charge or Bank-Americard or Visa?

YES ☐
NO ☐ ------ (SKIP TO Q.#19d)

19c. Which ones do you have? (PROBE: ANY OTHERS?)

______________ ______________ ______________

19d. Do you have check cashing privileges or a check cashing card at any supermarkets?

YES ☐
NO ☐ ------ (SKIP TO Q.#20)

19e. Is that at only one store or more than one store?

ONE STORE ☐
MORE THAN ONE STORE ☐

20. Are you participating in any games or contests sponsored by the supermarkets where you shop?

YES ☐
NO ☐

21. Now, just for classification purposes, would you please tell me which of the following are groups are you in? (READ CHOICES)

UNDER 18 ☐
18-24 ☐
25-29 ☐
30-34 ☐
35-39 ☐
40-44 ☐
45-49 ☐
50-54 ☐
55-59 ☐
60 AND OVER ☐
REFUSED ☐

22. Including yourself, how many people are there living in your household? (DO NOT READ)

1 PERSON ☐
2 PEOPLE ☐
3 PEOPLE ☐
4 PEOPLE ☐
5 PEOPLE ☐
6 PEOPLE ☐
7 OR MORE ☐
REFUSED ☐

23. Which of the following categories best fits your total annual household income before taxes? (READ CHOICES)

LESS THAN $6,000 ☐
BETWEEN $6,000 AND $10,000 ☐
BETWEEN $10,000 AND $15,000 ☐
BETWEEN $15,000 AND $20,000 ☐
BETWEEN $20,000 AND $25,000 ☐
$25,000 OR MORE ☐
REFUSED ☐

24. RECORD RESPONDENT'S SEX

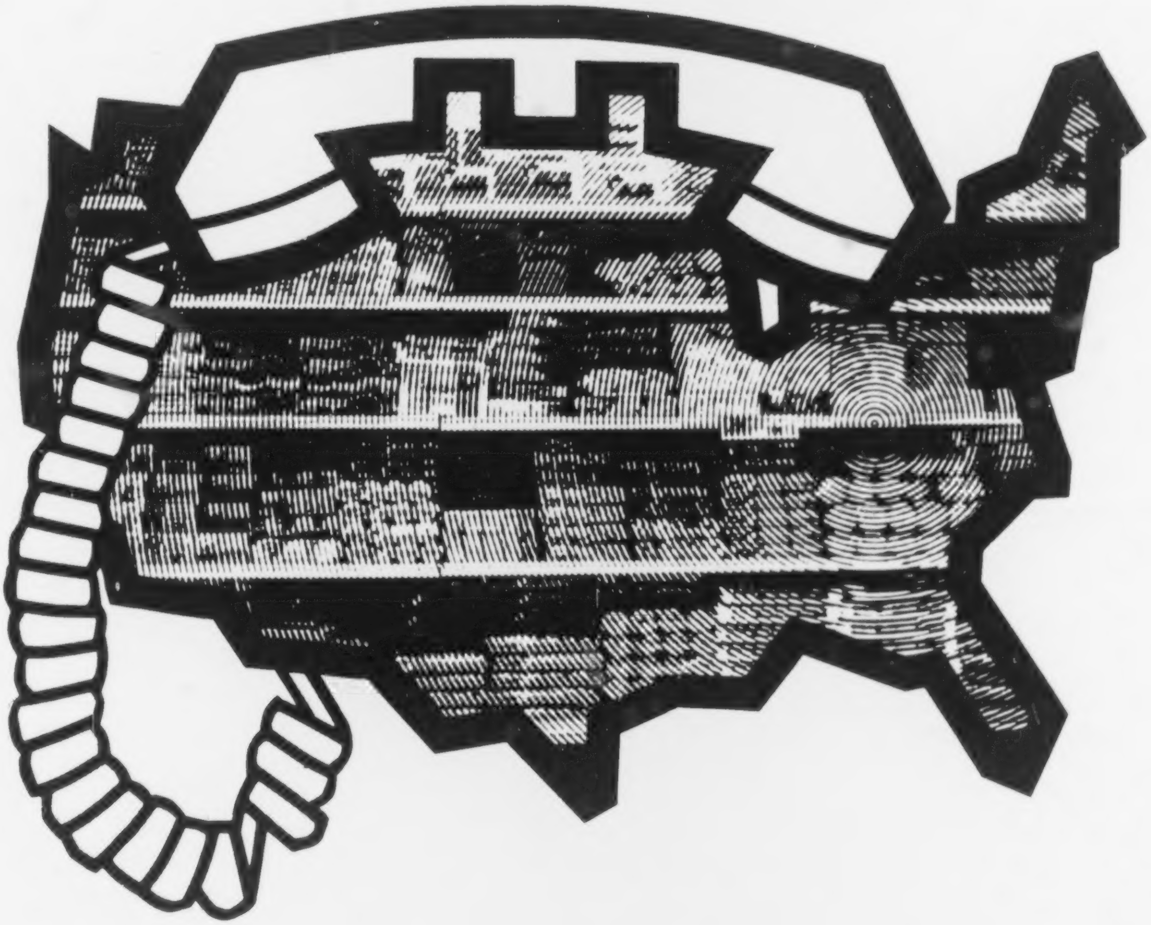
MALE ☐
FEMALE ☐

Thank you for your cooperation.

7-7-80 B 1780-1.2

The National Study of Supermarket Shoppers 1979-80

Demographic Profile



Burgoyne
Research for Marketing

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1979 - 80
The National Study of Supermarket Shoppers

Demographic Profile

Burgoyne, Inc., Cincinnati, Ohio

Price: $6.00
Quantity prices on request

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BURGOYNE, INC.

A nationally known market research firm founded 40 years ago, Burgoyne, Inc. offers America's consumer-products manufacturers, their advertising agencies and retailers the most thorough one-stop source for marketing research in the industry.

CONSUMER STUDIES — Burgoyne specializes in consumer studies at the point of purchase or surveys often in conjunction with its other services. Having performed research for many nationally known chain store organizations, Burgoyne utilizes these relationships for trial/repeat, advertising effectiveness, product usage, and numerous other tests in stores and shopping centers. Additionally, in-home, central location and intercept studies are offered. The Consumer Research Division includes a WATS Telephone Center and on-premise Focus Group facility.

CONTROLLED STORE TESTS — Burgoyne pioneered these tests over 25 years ago and has performed the largest in size and in number within the industry. Whether it is a short-term merchandising test to evaluate promotional alternatives or a longer new or improved product simulated introduction, Burgoyne's seasoned professional staff of field supervisors is capable of expertly handling such tests in all markets.

RETAIL DISTRIBUTION STUDIES AND SYSTEMS — Burgoyne conducts customized, fast-reporting, point-in-time checks of distribution, retail pricing, facings, inventory and display activity in any retail outlet or market. While it might occur as a single-visit study, Burgoyne also performs on-going systems with either trend or projectable store samples to Standard Metro Areas, warehouse shipment areas, A.D.I. areas or client marketing areas.

PRODUCT PURCHASE SERVICE — Utilizing weekly store visits by our National Network of Field Personnel, Burgoyne offers a client/manufacturer an efficient, economical and fast Product Purchase Service. Regardless of type of product, quantity desired or special handling/shipping instructions, Burgoyne can fill the order.

RETAIL SALES STUDIES — A long history of retail cooperation allows Burgoyne the unique advantage of providing both trend and projectable retail store samples in all major markets. Its own Computer Center lends advanced technology to flexibility in sample design and statistical analysis, along with rapid turnaround and assured accuracy.

FOREWORD

While this is, in fact, the twentieth in a series of annual and biennial studies of supermarket shoppers' buying habits and attitudes, it is in actuality the second of a new series — The 1979 - 1980 National Supermarket Shopper Study. Offered in two volumes, Volume I reports individual and total Census Regions; Volume II reports by demographics of the respondents.

Initiated in the early 1950's, the prior studies covered over thirty (30) markets and over forty thousand personal in-home interviews and 5000 telephone interviews.

Starting with the 1977 National Supermarket Shopper Study, this new series strives for increased objectivity with random selection of respondents through WATS interviewing in all nine United States Census Regions. Burgoyne's expanded central telephone facility, located in its Cincinnati headquarters, assures consistent and uniform interviewing across the nation.

Over the years many of the same essential questions such as customer loyalty, patronage motives, advertising leadership and the like have been asked. With socio-economic life-style changes in America, additional questions on rising food prices, generic product usage, dining out habits, credit cards and such have been investigated.

Despite individual regions peculiarities, we feel the data show uniformity and reflect the thinking and attitude of Supermarket Shoppers generally.

It is our intention to continue the new series as a benefit to all associated with the industry and invite our international readership to submit topical and pertinent questions as retailers and advertisers did this year.

STUDY FACTS

The methodology consisted of conducting telephone interviews in each of the nine U.S. Census Regions. This procedure insures a national representation for the data. Within each Census Region, a total of 270 completed interviews were obtained. This method yields projectable data at the 90% confidence level with a +/− 5% sampling error within each region. A total of 2430 interviews were conducted. The composition of each region is as follows:

CENSUS REGION	STATES INCLUDED
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Middle Atlantic	New Jersey, New York, Pennsylvania
South Atlantic	Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
West South Central	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	California, Oregon, Washington

A random sample was selected using Burgoyne's computer-generated Random Digit Dialing lists. Telephone numbers are generated randomly from working exchanges and area codes. This method insures the inclusion of unlisted telephone numbers and proportionate representation of urban and rural areas in each Census Region.

Interviewing was conducted from Burgoyne's central WATS facility during the last half of 1979. All interviewing was conducted during evening hours and on weekends, so as not to exclude any subgroups of shoppers.

SUMMARY FINDINGS

NEARLY THREE-FOURTHS OF THE SHOPPERS SHOP ONCE A WEEK OR LESS OFTEN

Among the total sample, the number of shopping trips per week is approximately 1.4 (pg. 1). Only 26.7% of the respondents shop more than once a week in supermarkets (pg. 1).

THE TYPICAL SHOPPER SHOPS IN MORE THAN 2 DIFFERENT SUPERMARKETS A MONTH

The average number of supermarkets shopped per month is 2.23, while the average number of supermarkets shopped per week is 1.37 (pg. 2-3).

18.2% OF THE SHOPPERS CHANGED THE SUPERMARKET SHOPPED MOST

In a time period of one year, 18.2% of the respondents changed the supermarket where they do most of their shopping (pg. 4). Switching occurs more often among younger people and among larger families (pg. 4A, 4B). The main reasons for changing supermarkets are lower prices and moving to a different area (pg. 5).

QUALITY OF MEAT AND PRODUCE MORE IMPORTANT THAN PRICE

In comparing average importance ratings of factors considered when selecting a supermarket, "Quality and Freshness of Meats" was the factor receiving the highest average rating. The top four factors (13 factors were rated), and their average ratings, are shown below. The higher rating (on a scale of 1-9) indicates a greater degree of importance (pg. 6-18).

FACTOR	AVERAGE RATING
1. Quality and Freshness of Meats	8.10
2. Quality and Freshness of Fruits & Veg.	8.09
3. Attractiveness and Cleanliness of Store	7.97
4. Overall Prices of Groceries	7.78

The data seem to indicate that the quality of the products offered at a supermarket and the appearance of that store are at least as important as are the prices charged for these products.

THE AVERAGE WEEKLY EXPENDITURE IN SUPERMARKETS IS $48.82

The average amount spent per week in supermarkets is $48.82 (pg. 19). Eighty-five percent of this amount is spent at the supermarket shopped most often (pg. 20). The average amount spent per week eating out in any type of restaurant is $12.58 (pg. 21). Respondents with higher incomes and higher amounts spent at supermarkets are also more likely to spend a greater amount eating out at restaurants (pg. 21A, 21B).

MOST BUY MEAT AND PRODUCE AT SUPERMARKETS

More than three-fourths of the shoppers (76.3%) buy most of their meats at supermarkets (pg. 22). Lower income groups and smaller families are more likely to buy their meats at supermarkets (pg. 22A, 22B). An even greater percentage of shoppers (83.7%) buy most of their produce at supermarkets (pg. 23). Once again, lower income groups are more likely to buy most produce at supermarkets (pg. 23A).

MORE THAN 35% BUY MOST OF THEIR HEALTH AND BEAUTY AIDS IN SUPERMARKETS

More than one-third of the shoppers (35.8%) buy most of their Health and Beauty Aids in supermarkets (pg. 24). By contrast, approximately 25% of the shoppers never buy these items in supermarkets (pg. 25).

MOST SHOPPERS NEVER SHOP IN CONVENIENCE STORES

Over one-half of the respondents (56.4%) never shop at convenience stores (pg. 26). Those who do shop at convenience stores tend to be younger, have a higher income, and have larger families (pg. 26A, 26B).

HIGH PRICES AND SLOW CHECKOUT ARE MAIN COMPLAINTS

High prices and slow checkout service are the main complaints about supermarkets (pg. 28). These two complaints were mentioned almost equally. Other complaints mentioned frequently were store appearance and lack of variety and selection in grocery items. These complaints are more frequent among higher income groups and among younger shoppers (pg. 28A).

MORE THAN TWO-THIRDS READ FOOD STORE ADS

Food store ads in newspapers were read by more than two-thirds of the respondents (68.8%) (pg. 29). The frequency with which food store ads are read increases with family size (pg. 29B). Among those who read food store ads, the average number of ads read was 2.5 (pg. 30). More than half of those respondents (54.1%) are influenced by these ads as to where to shop (pg.31).

ALMOST HALF VIEW T.V. ADS FOR FOOD STORES

Approximately half of the respondents (47.6%) saw T.V. ads for food stores (pg. 32). Lower income groups view T.V. ads more often than do higher income groups (pg. 32A). The average number of food store T.V. ads seen was 1.75 (pg. 33). Only 18.3% of those who saw these ads on T.V. said they are influenced by these ads as to where to shop (pg. 34). This percentage is significantly lower than that for newspaper food store ads.

ALMOST THREE-FOURTHS COMPARE PRICES BETWEEN DIFFERENT SUPERMARKETS

Nearly three-fourths of the respondents (74.4%) compare prices between different supermarkets (pg. 35). Comparing prices occurs more often as family size and amount spent per week at supermarkets increase (pg. 35B). The chief method used to compare prices is checking newspaper ads (pg. 36).

MORE THAN 50% REDEEM MANUFACTURERS' COUPONS

Just over half of the respondents (51%) have redeemed any manufacturers' coupons in the past four weeks. This practice seems to be more prevalent among those with higher incomes and larger families (pg. 37A, 37B).

OVER 60% RATE PRIVATE LABEL BRANDS THE SAME QUALITY AS NATIONAL BRANDS

The quality of private label brands is perceived as the same by 60.2% of the respondents (pg. 38). The elimination of advertising costs was mentioned nearly twice as often as lower quality products as the reason for the lower price of private label brand products (pg. 39).

ALMOST 40% BUY GENERIC PRODUCTS

Generic products were purchased by 37.8% of the respondents (pg. 40). Purchases of generic products are much more likely among larger families and among those who spend more per week in food stores (pg. 40B). The generic products purchased most often are paper products and canned fruits and vegetables (pg. 41). Overall, respondents rate the quality of generic products about the same as that of national brands (pg. 43-47). However, more than half (57.9%) of those who purchased generic paper products rated the quality of these items to be somewhat lower or much lower than the quality of national brand paper products (pg. 42). In comparison to private label products, approximately 60% of those who purchased generic products rated the quality about the same as that of private label products (pg. 49).

Regarding future purchases of generic products, 62.4% of those who have purchased generic products said they will definitely or probably continue to buy these items (pg. 48).

EASE OF CHECK CASHING IS VERY IMPORTANT TO 51.7%

OF THE SHOPPERS

Ease of check cashing was considered very important by 51.7% of the respondents (pg. 50). Ease of check cashing is more important among younger people and among those who spend more money each week at supermarkets (pg. 50A, 50B). Approximately half of the respondents (48.8%) have check-cashing privileges at a supermarket (pg. 51). Those who spend more per week at supermarkets, those with larger families, and those with higher incomes are more likely to have check-cashing privileges at a supermarket (pg. 51A, 51B). Of those who have check-cashing privileges, 57.7% are able to cash checks at more than one store (pg. 52).

47% OF SHOPPERS HAVE BANK CREDIT CARDS

Bank credit cards are owned by 47% of the respondents (pg. 53). Ownership of bank credit cards increases as income and dollars spent per week at supermarkets increase (pg. 53A, 53B). Master Charge and Visa are nearly equal, with each being held by approximately two-thirds of those who have bank credit cards (pg. 54).

PARTICIPATION IN GAMES OR CONTESTS RARE

Only 11.6% of the respondents are participating in any games or contests at supermarkets where they shop (pg. 55). The existence of games or contests is most prevalent in the South, and is least popular in the New England and Mountain regions (pg. 55).

DEMOGRAPHIC CHARACTERISTICS

The median age for respondents in this sample is 39.4 years. The median household size is 2.14, and median household income is just over $15,000. The primary shopper in households was interviewed. In 82.4% of the interviews, the respondent was female. A male is the primary shopper in 17.6% of the households (pg. 56-59).

RESULTS

NUMBER OF TIMES RESPONDENT SHOPS IN SUPERMARKETS EACH WEEK
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONCE A WEEK	NO.	1351	142	180	263	385	218	163	373	245	220	102	242
	%	55.6	51.3	56.8	58.3	59.2	52.8	54.3	57.8	53.7	61.1	56.4	51.1
TWICE A WEEK		347	35	40	64	86	71	35	69	66	56	27	90
		14.3	12.6	12.6	14.2	13.2	17.2	11.7	10.7	14.5	15.6	14.9	19.0
THREE TIMES A WEEK		179	12	23	44	39	34	8	49	38	23	18	42
		7.4	4.3	7.3	9.8	6.0	8.2	2.7	7.6	8.3	6.4	9.9	8.9
FOUR TIMES A WEEK		51	6	5	8	12	12	6	10	15	9	3	8
		2.1	2.2	1.6	1.8	1.8	2.9	2.0	1.6	3.3	2.5	1.7	1.7
FIVE TIMES A WEEK		12		1		3	8	1	2	4	5		
		.5		.3		.5	1.9	.3	.3	.9	1.4		
SIX TIMES A WEEK													
EVERY DAY		59	3	6	9	14	14	3	13	14	10	5	14
		2.4	1.1	1.9	2.0	2.2	3.4	1.0	2.0	3.1	2.8	2.8	3.0
LESS THAN ONCE A WEEK		431	79	62	63	111	56	84	129	74	37	26	78
		17.7	28.5	19.6	14.0	17.1	13.6	28.0	20.0	16.2	10.3	14.4	16.5
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF TIMES RESPONDENT SHOPS IN SUPERMARKETS EACH WEEK
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ONCE A WEEK	NO.	1351	190	438	266	258	197	327	484	296	222	223	1128
	%	55.6	54.6	54.6	58.8	57.7	52.4	52.8	58.6	62.8	47.6	52.2	56.3
TWICE A WEEK		347	48	128	64	52	54	79	117	67	74	68	279
		14.3	13.8	16.0	14.2	11.6	14.4	12.8	14.2	14.2	15.9	15.9	13.9
THREE TIMES A WEEK		179	19	65	28	37	30	30	55	31	59	41	138
		7.4	5.5	8.1	6.2	8.3	8.0	4.8	6.7	6.6	12.7	9.6	6.9
FOUR TIMES A WEEK		51	8	18	4	10	11	13	13	9	13	6	45
		2.1	2.3	2.2	.9	2.2	2.9	2.1	1.6	1.9	2.8	1.4	2.2
FIVE TIMES A WEEK		12		4		5	3	1	3		8	2	10
		.5		.5		1.1	.8	.2	.4		1.7	.5	.5
SIX TIMES A WEEK													
EVERY DAY		59	7	17	7	16	12	3	21	9	20	10	49
		2.4	2.0	2.1	1.5	3.6	3.2	.5	2.5	1.9	4.3	2.3	2.4
LESS THAN ONCE A WEEK		431	76	132	83	69	69	166	133	59	70	77	354
		17.7	21.8	16.5	18.4	15.4	18.4	26.8	16.1	12.5	15.0	18.0	17.7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST MONTH
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE	NO. %	603 24.8	73 26.4	79 24.9	120 26.6	130 20.0	111 26.9	99 33.0	172 26.7	118 25.9	72 20.0	42 23.2	96 20.3
TWO		1011 41.6	119 43.0	120 37.9	184 40.8	298 45.8	166 40.2	119 39.7	304 47.1	189 41.4	144 40.0	63 34.8	185 39.0
THREE		551 22.7	61 22.0	77 24.3	99 22.0	154 23.7	90 21.8	55 18.3	123 19.1	100 21.9	87 24.2	54 29.8	130 27.4
FOUR		184 7.6	16 5.8	28 8.8	30 6.7	48 7.4	36 8.7	17 5.7	32 5.0	36 7.9	43 11.9	14 7.7	41 8.6
FIVE		53 2.2	6 2.2	7 2.2	13 2.9	13 2.0	6 1.5	7 2.3	11 1.7	9 2.0	10 2.8	4 2.2	12 2.5
SIX		21 .9	2 .7	5 1.6	4 .9	5 .8	1 .2	3 1.0	1 .2	3 .7	3 .8	2 1.1	9 1.9
SEVEN													
EIGHT		2 .1				1 .2	1 .2					2 1.1	
NINE		1 .0		1 .3						1 .2			
NONE		4 .2			1 .2	1 .2	2 .5		2 .3		1 .3		1 .2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		2.23	2.17	2.32	2.20	2.28	2.18	2.08	2.07	2.22	2.39	2.40	2.39

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST MONTH
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ONE	NO. %	603 24.8	103 29.6	182 22.7	119 26.3	119 26.6	79 21.0	154 24.9	218 26.4	118 25.1	102 21.9	113 26.5	490 24.5
TWO		1011 41.6	151 43.4	328 40.9	185 40.9	188 42.1	155 41.2	260 42.0	330 40.0	197 41.8	208 44.6	183 42.9	828 41.3
THREE		551 22.7	70 20.1	188 23.4	97 21.5	101 22.6	95 25.3	142 22.9	177 21.4	111 23.6	108 23.2	82 19.2	469 23.4
FOUR		184 7.6	17 4.9	75 9.4	34 7.5	25 5.6	33 8.8	45 7.3	68 8.2	30 6.4	35 7.5	29 6.8	155 7.7
FIVE		53 2.2	2 .6	16 2.0	14 3.1	11 2.5	10 2.7	12 1.9	20 2.4	10 2.1	10 2.1	10 2.3	43 2.1
SIX		21 .9	4 1.1	10 1.2	1 .2	3 .7	3 .8	5 .8	11 1.3	3 .6	1 .2	8 1.9	13 .6
SEVEN													
EIGHT		2 .1		1 .1	1 .2				1 .1		1 .2		2 .1
NINE		1 .0					1 .3			1 .2			1 .0
NONE		4 .2	1 .3	2 .2	1 .2			1 .2	1 .1	1 .2	1 .2	2 .5	2 .1
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		2.23	2.06	2.31	2.21	2.17	2.35	2.21	2.25	2.21	2.24	2.20	2.24

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST WEEK
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE	NO.	1241	155	149	233	328	213	180	352	231	172	75	225
	%	51.1	56.0	47.0	51.7	50.5	51.6	60.0	54.6	50.7	47.8	41.4	47.5
TWO		705	63	99	136	193	123	69	180	147	112	54	139
		29.0	22.7	31.2	30.2	29.7	29.8	23.0	27.9	32.2	31.1	29.8	29.3
THREE		167	18	25	31	43	22	9	38	31	31	16	41
		6.9	6.5	7.9	6.9	6.6	5.3	3.0	5.9	6.8	8.6	8.8	8.6
FOUR		33	2	3	3	11	8	2	6	7	6	6	6
		1.4	.7	.9	.7	1.7	1.9	.7	.9	1.5	1.7	3.3	1.3
FIVE		6		2	2	2				3	2	1	
		.2		.6	.4	.3				.7	.6	.6	
SIX		2				1	1			1		1	
		.1				.2	.2			.2		.6	
NONE		275	39	39	45	72	46	40	68	36	37	28	63
		11.3	14.1	12.3	10.0	11.1	11.1	13.3	10.5	7.9	10.3	15.5	13.3
DON'T KNOW		1			1				1				
		.0			.2				.2				
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		1.37	1.24	1.40	1.38	1.39	1.36	1.18	1.32	1.46	1.45	1.47	1.37

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST WEEK
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ONE	NO.	1241	190	393	231	258	165	328	426	247	218	217	1024
	%	51.1	54.6	49.0	51.1	57.7	43.9	53.0	51.6	52.4	46.8	50.8	51.1
TWO		705	89	242	132	124	118	162	239	140	149	128	57.
		29.0	25.6	30.2	29.2	27.7	31.4	26.2	28.9	29.7	32.0	30.0	28.8
THREE		167	11	49	35	29	43	27	53	33	48	27	140
		6.9	3.2	6.1	7.7	6.5	11.4	4.4	6.4	7.0	10.3	6.3	7.0
FOUR		33	2	15	6	2	8	6	10	10	5	3	30
		1.4	.6	1.9	1.3	.4	2.1	1.0	1.2	2.1	1.1	.7	1.5
FIVE		6		2		1	3		4	1	1	2	4
		.2		.2		.2	.8		.5	.2	.2	.5	.2
SIX		2		1		1					2		2
		.1		.1		.2					.4		.1
NONE		275	56	100	48	32	38	96	94	40	42	50	225
		11.3	16.1	12.5	10.6	7.2	10.1	15.5	11.4	8.5	9.0	11.7	11.2
DON'T KNOW		1					1				1		1
		.0					.3				.2		.0
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		1.37	1.18	1.37	1.38	1.37	1.54	1.22	1.36	1.42	1.50	1.35	1.37

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT CHANGED SUPERMARKET WHERE MOST OF THE SHOPPING IS DONE DURING THE PAST YEAR

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	443	37	54	95	142	78	79	147	92	55	27	42
	%	18.2	13.4	17.0	21.1	21.8	18.9	26.3	22.8	20.2	15.3	14.9	8.9
NO		1987	240	263	356	508	335	221	498	364	305	154	432
		81.8	86.6	83.0	78.9	78.2	81.1	73.7	77.2	79.8	84.7	85.1	91.1
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT CHANGED SUPERMARKET WHERE MOST OF THE SHOPPING IS DONE DURING THE PAST YEAR
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	443	43	142	92	91	75	113	150	87	85	76	367
	%	18.2	12.4	17.7	20.4	20.4	19.9	18.3	18.2	18.5	18.2	17.8	18.3
NO		1987	305	660	360	356	301	506	676	384	381	351	1636
		81.8	87.6	82.3	79.6	79.6	80.1	81.7	81.8	81.5	81.8	82.2	81.7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASONS FOR CHANGING THE SUPERMARKET WHERE RESPONDENT SHOPS MOST (BASED ON THOSE WHO CHANGED SUPERMARKETS IN THE PAST YEAR) BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
CLOSED MY USUAL SUPERMARKET	NO.	24	2	6	4	6	3	2	9	3	4	3	3
	%	5.4	5.4	11.1	4.2	4.2	3.8	2.5	6.1	3.3	7.3	11.1	7.1
MOVED TO A DIFFERENT AREA		131	9	14	22	44	31	27	53	28	7	6	10
		29.6	24.3	25.9	23.2	31.0	39.7	34.2	36.1	30.4	12.7	22.2	23.8
CLEANER STORE		11	1	1	2	6		1	5	3	2		
		2.5	2.7	1.9	2.1	4.2		1.3	3.4	3.3	3.6		
LOWER PRICES		163	16	22	45	47	22	32	52	37	22	7	12
		36.8	43.2	40.7	47.4	33.1	28.2	40.5	35.4	40.2	40.0	25.9	28.6
LOCATION/CLOSER/MORE CONVENIENT		65	8	6	11	19	12	10	18	17	7	4	9
		14.7	21.6	11.1	11.6	13.4	15.4	12.7	12.2	18.5	12.7	14.8	21.4
BETTER PRODUCE		15		2	2	3	6	2	5	3	3	1	1
		3.4		3.7	2.1	2.1	7.7	2.5	3.4	3.3	5.5	3.7	2.4
BETTER MEATS		19	3	1	2	7	3	2	7	3	2	3	2
		4.3	8.1	1.9	2.1	4.9	3.8	2.5	4.8	3.3	3.6	11.1	4.8
PERSONNEL FRIENDLY/ HELPFUL/LIKE THE PERSONNEL		12		2	4	3	3	2	2	1	4	2	1
		2.7		3.7	4.2	2.1	3.8	2.5	1.4	1.1	7.3	7.4	2.4
BETTER SELECTION/ VARIETY OF FOODS		32	1	1	9	12	6	5	10	7	5	4	1
		7.2	2.7	1.9	9.5	8.5	7.7	6.3	6.8	7.6	9.1	14.8	2.4
ALL OTHERS		66	6	7	11	25	12	7	18	9	16	4	12
		14.9	16.2	13.0	11.6	17.6	15.4	8.9	12.2	9.8	29.1	14.8	28.6
DON'T KNOW/NO REASON		7	1	2	1	2	1	3	1			1	2
		1.6	2.7	3.7	1.1	1.4	1.3	3.8	.7			3.7	4.8
BASE		443	37	54	95	142	78	79	147	92	55	27	42

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

REASONS FOR CHANGING THE SUPERMARKET WHERE RESPONDENT SHOPS MOST
(BASED ON THOSE WHO CHANGED SUPERMARKETS IN THE PAST YEAR)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
CLOSED MY USUAL SUPERMARKET	NO.	24	3	10	6	2	3	10	9	1	4	1	23
	%	5.4	7.0	7.0	6.5	2.2	4.0	8.8	6.0	1.1	4.7	1.3	6.3
MOVED TO A DIFFERENT AREA		131	14	44	28	29	16	42	34	26	24	30	101
		29.6	32.6	31.0	30.4	31.9	21.3	37.2	22.7	29.9	28.2	39.5	27.5
CLEANER STORE		11	1	2	1	2	5	3	4	1	3	1	10
		2.5	2.3	1.4	1.1	2.2	6.7	2.7	2.7	1.1	3.5	1.3	2.7
LOWER PRICES		163	10	49	30	39	35	36	56	34	34	23	140
		36.8	23.3	34.5	32.6	42.9	46.7	31.9	37.3	39.1	40.0	30.3	38.1
LOCATION/CLOSER/MORE CONVENIENT		65	8	19	13	12	13	13	27	11	13	7	58
		14.7	18.6	13.4	14.1	13.2	17.3	11.5	18.0	12.6	15.3	9.2	15.8
BETTER PRODUCE		15	1	4	6	4		4	5	3	3	3	12
		3.4	2.3	2.8	6.5	4.4		3.5	3.3	3.4	3.5	3.9	3.3
BETTER MEATS		19	1	8	1	5	4	3	7	6	3		19
		4.3	2.3	5.6	1.1	5.5	5.3	2.7	4.7	6.9	3.5		5.2
PERSONNEL FRIENDLY/ HELPFUL/LIKE THE PERSONNEL		12	1	4	5	1	1	3	4	3	2	3	9
		2.7	2.3	2.8	5.4	1.1	1.3	2.7	2.7	3.4	2.4	3.9	2.5
BETTER SELECTION/ VARIETY OF FOODS		32	2	10	8	10	2	5	12	10	5	5	27
		7.2	4.7	7.0	8.7	11.0	2.7	4.4	8.0	11.5	5.9	6.6	7.4
ALL OTHERS		66	9	23	18	6	10	15	28	10	13	16	50
		14.9	20.9	16.2	19.6	6.6	13.3	13.3	18.7	11.5	15.3	21.1	13.6
DON'T KNOW/NO REASON		7	2	3	1		1	1	3	1	2	2	5
		1.6	4.7	2.1	1.1		1.3	.9	2.0	1.1	2.4	2.6	1.4
BASE		443	43	142	92	91	75	113	150	87	85	76	367

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IMPORTANCE RATING OF --- ATTRACTIVENESS AND CLEANLINESS OF STORE IN DECIDING WHICH SUPERMARKET TO SHOP IN BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	19	6	1	6	2	2	2	3	1	3	1	9
	%	.8	2.2	.3	1.3	.3	.5	.7	.5	.2	.8	.6	1.9
(2)		12			2	3	6	2	5	4	1		
		.5			.4	.5	1.5	.7	.8	.9	.3		
(3)		19	2	3	3	3	4	2	6	3	2	1	5
		.8	.7	.9	.7	.5	1.0	.7	.9	.7	.6	.6	1.1
(4)		26	4	1	8	8	2	1	9	6	3		5
		1.1	1.4	.3	1.8	1.2	.5	.3	1.4	1.3	.8		1.1
(5)		155	13	16	33	50	21	27	46	28	25	7	21
		6.4	4.7	5.0	7.3	7.7	5.1	9.0	7.1	6.1	6.9	3.9	4.4
(6)		120	10	9	27	34	27	13	41	26	12	10	17
		4.9	3.6	2.8	6.0	5.2	6.5	4.3	6.4	5.7	3.3	5.5	3.6
(7)		280	17	26	53	85	64	46	93	53	34	15	37
		11.5	6.1	8.2	11.8	13.1	15.5	15.3	14.4	11.6	9.4	8.3	7.8
(8)		476	59	71	77	132	83	64	119	102	61	33	97
		19.6	21.3	22.4	17.1	20.3	20.1	21.3	18.4	22.4	16.9	18.2	20.5
(9)		1321	166	189	242	332	204	143	323	233	218	114	282
MOST IMPORTANT		54.4	59.9	59.6	53.7	51.1	49.4	47.7	50.1	51.1	60.6	63.0	59.5
DON'T KNOW		2		1		1					1		1
		.1		.3		.2					.3		.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.97	8.08	8.22	7.86	7.92	7.87	7.83	7.83	7.94	8.10	8.25	8.08

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ATTRACTIVENESS AND CLEANLINESS OF STORE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	19	1	7	2	2	7	6	7	3	2	3	16
	%	.8	.3	.9	.4	.4	1.9	1.0	.8	.6	.4	.7	.8
(2)		12		4	1	2	5	3	2	2	5	2	10
		.5		.5	.2	.4	1.3	.5	.2	.4	1.1	.5	.5
(3)		19	3	5	6	4	1	5	7	4	2	9	10
		.8	.9	.6	1.3	.9	.3	.8	.8	.8	.4	2.1	.5
(4)		26	3	12	1	4	6	8	7	6	4	5	21
		1.1	.9	1.5	.2	.9	1.6	1.3	.8	1.3	.9	1.2	1.0
(5)		155	22	46	27	38	22	36	62	28	27	36	119
		6.4	6.3	5.7	6.0	8.5	5.9	5.8	7.5	5.9	5.8	8.4	5.9
(6)		120	29	45	15	15	16	40	39	19	20	38	82
		4.9	8.3	5.6	3.3	3.4	4.3	6.5	4.7	4.0	4.3	8.9	4.1
(7)		280	33	88	57	59	42	65	87	59	63	65	215
		11.5	9.5	11.0	12.6	13.2	11.2	10.5	10.5	12.5	13.5	15.2	10.7
(8)		476	79	154	94	84	65	134	179	83	74	84	392
		19.6	22.7	19.2	20.8	18.8	17.3	21.6	21.7	17.6	15.9	19.7	19.6
(9) MOST IMPORTANT		1321	178	440	249	238	212	321	436	267	268	183	1138
		54.4	51.1	54.9	55.1	53.2	56.4	51.9	52.8	56.7	57.5	42.9	56.8
DON'T KNOW		2		1		1		1			1	2	
		.1		.1		.2		.2			.2	.5	
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.97	7.96	7.97	8.06	7.94	7.90	7.92	7.95	8.02	8.03	7.61	8.05

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD PARKING FACILITIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	55	11	4	16	5	11	8	11	9	8	1	17
	%	2.3	4.0	1.3	3.5	.8	2.7	2.7	1.7	2.0	2.2	.6	3.6
(2)		55	5	9	13	14	9	10	20	8	9	3	4
		2.3	1.8	2.8	2.9	2.2	2.2	3.3	3.1	1.8	2.5	1.7	.8
(3)		57	6	3	12	18	12	13	22	8	8	2	4
		2.3	2.2	.9	2.7	2.8	2.9	4.3	3.4	1.8	2.2	1.1	.8
(4)		65	4	7	10	30	8	18	22	14	7	2	2
		2.7	1.4	2.2	2.2	4.6	1.9	6.0	3.4	3.1	1.9	1.1	.4
(5)		373	25	46	74	127	68	64	133	75	45	17	35
		15.3	9.0	14.5	16.4	19.5	16.5	21.3	20.6	16.4	12.5	9.4	7.4
(6)		160	14	12	34	46	34	23	67	28	20	6	15
		6.6	5.1	3.8	7.5	7.1	8.2	7.7	10.4	6.1	5.6	3.3	3.2
(7)		314	21	39	57	86	69	41	94	68	42	20	46
		12.9	7.6	12.3	12.6	13.2	16.7	13.7	14.6	14.9	11.7	11.0	9.7
(8)		381	56	49	70	85	73	44	89	86	60	29	72
		15.7	20.2	15.5	15.5	13.1	17.7	14.7	13.8	18.9	16.7	16.0	15.2
(9)		959	134	147	162	236	128	77	185	158	160	100	276
MOST IMPORTANT		39.5	48.4	46.4	35.9	36.3	31.0	25.7	28.7	34.6	44.4	55.2	58.2
DON'T KNOW		11	1	1	3	3	1	2	2	2	1	1	3
		.5	.4	.3	.7	.5	.2	.7	.3	.4	.3	.6	.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.15	7.48	7.43	6.94	6.99	6.94	6.47	6.70	7.12	7.35	7.86	7.84

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD PARKING FACILITIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	55	19	18	8	4	6	25	11	8	7	14	41
	%	2.3	5.5	2.2	1.8	.9	1.6	4.0	1.3	1.7	1.5	3.3	2.0
(2)		55	8	15	15	11	6	17	22	9	6	12	43
		2.3	2.3	1.9	3.3	2.5	1.6	2.7	2.7	1.9	1.3	2.8	2.1
(3)		57	5	23	10	10	9	16	19	11	10	15	42
		2.3	1.4	2.9	2.2	2.2	2.4	2.6	2.3	2.3	2.1	3.5	2.1
(4)		65	10	15	14	11	15	15	24	12	14	14	51
		2.7	2.9	1.9	3.1	2.5	4.0	2.4	2.9	2.5	3.0	3.3	2.5
(5)		373	42	114	67	74	74	95	126	64	84	57	316
		15.3	12.1	14.2	14.8	16.6	19.7	15.3	15.3	13.6	18.0	13.3	15.8
(6)		166	19	49	35	34	23	39	46	40	30	35	125
		6.6	5.5	6.1	7.7	7.6	6.1	6.3	5.6	8.5	6.4	8.2	6.2
(7)		314	40	100	64	65	43	77	96	79	55	64	250
		12.9	11.5	12.5	14.2	14.5	11.4	12.4	11.6	16.8	11.8	15.0	12.5
(8)		381	56	111	84	66	64	99	125	77	74	58	323
		15.7	16.1	13.8	18.6	14.8	17.0	16.0	15.1	16.3	15.9	13.6	16.1
(9)		959	146	355	153	169	135	232	354	169	184	155	804
MOST IMPORTANT		39.5	42.0	44.3	33.8	37.8	35.9	37.5	42.9	35.9	39.5	36.3	40.1
DON'T KNOW		11	3	2	2	3	1	4	3	2	2	3	8
		.5	.9	.2	.4	.7	.3	.6	.4	.4	.4	.7	.4
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.15	7.12	7.28	7.04	7.16	7.04	6.98	7.26	7.16	7.19	6.94	7.20

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
VARIETY AND SELECTION OF GROCERY MERCHANDISE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	28	5	3	4	6	5	2	7	4	4	4	7
	%	1.2	1.8	.9	.9	.9	1.2	.7	1.1	.9	1.1	2.2	1.5
(2)		11	3	2	1	1	2	1	1	1	4		4
		.5	1.1	.6	.2	.2	.5	.3	.2	.2	1.1		.8
(3)		19	4	2	3	2	5	3	4	3	4	1	4
		.8	1.4	.6	.7	.3	1.2	1.0	.6	.7	1.1	.6	.8
(4)		24	4	1	6	4	5	2	7	3	2	3	5
		1.0	1.4	.3	1.3	.6	1.2	.7	1.1	.7	.6	1.7	1.1
(5)		194	12	25	39	52	38	19	57	52	21	12	30
		8.0	4.3	7.9	8.6	8.0	9.2	6.3	8.8	11.4	5.8	6.6	6.3
(6)		122	14	18	22	33	17	20	29	19	24	7	23
		5.0	5.1	5.7	4.9	5.1	4.1	6.7	4.5	4.2	6.7	3.9	4.9
(7)		385	35	45	73	112	76	54	120	67	51	25	67
		15.8	12.6	14.2	16.2	17.2	18.4	18.0	18.6	14.7	14.2	13.8	14.1
(8)		543	57	66	114	139	96	67	158	113	68	40	93
		22.3	20.6	20.8	25.3	21.4	23.2	22.3	24.5	24.8	18.9	22.1	19.6
(9)		1097	141	154	189	298	169	132	262	193	181	87	238
MOST IMPORTANT		45.1	50.9	48.6	41.9	45.8	40.9	44.0	40.6	42.3	50.3	48.1	50.2
DON'T KNOW		7	2	1		3				1	1	2	3
		.3	.7	.3		.5				.2	.3	1.1	.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.77	7.83	7.84	7.74	7.83	7.64	7.79	7.71	7.72	7.83	7.82	7.83

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
VARIETY AND SELECTION OF GROCERY MERCHANDISE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	28	5	12	1	3	7	13	8	4	2	7	21
	%	1.2	1.4	1.5	.2	.7	1.9	2.1	1.0	.8	.4	1.6	1.0
(2)		11	2	3	2	3	1	2	5	3		2	9
		.5	.6	.4	.4	.7	.3	.3	.6	.6		.5	.4
(3)		19	3	9	4	2	1	8	4	4	3	5	14
		.8	.9	1.1	.9	.4	.3	1.3	.5	.8	.6	1.2	.7
(4)		24	5	6	2	6	5	5	8	5	3	6	18
		1.0	1.4	.7	.4	1.3	1.3	.8	1.0	1.1	.6	1.4	.9
(5)		194	33	61	33	35	31	56	68	34	29	43	151
		8.0	9.5	7.6	7.3	7.8	8.2	9.0	8.2	7.2	6.2	10.1	7.5
(6)		122	23	45	20	17	17	37	48	21	12	39	83
		5.0	6.6	5.6	4.4	3.8	4.5	6.0	5.8	4.5	2.6	9.1	4.1
(7)		385	53	119	78	68	67	97	142	70	71	74	311
		15.8	15.2	14.8	17.3	15.2	17.8	15.7	17.2	14.9	15.2	17.3	15.5
(8)		543	69	179	97	116	80	146	169	107	114	93	450
		22.3	19.8	22.3	21.5	26.0	21.3	23.6	20.5	22.7	24.5	21.8	22.5
(9)		1097	152	367	214	196	166	252	373	222	231	156	941
MOST IMPORTANT		45.1	43.7	45.8	47.3	43.8	44.1	40.7	45.2	47.1	49.6	36.5	47.0
DON'T KNOW		7	3	1	1	1	1	3	1	1	1	2	5
		.3	.9	.1	.2	.2	.3	.5	.1	.2	.2	.5	.2
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.77	7.63	7.76	7.89	7.81	7.71	7.59	7.75	7.83	8.02	7.45	7.83

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
OVERALL PRICES OF GROCERIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	34	5	2	5	8	8	3	12	6	3	2	6
	%	1.4	1.8	.6	1.1	1.2	1.9	1.0	1.9	1.3	.8	1.1	1.3
(2)		21	4	3	4	3	5	3	6	6	2		4
		.9	1.4	.9	.9	.5	1.2	1.0	.9	1.3	.6		.8
(3)		36	10	4	2	4	7	3	10	6	8		8
		1.5	3.6	1.3	.4	.6	1.7	1.0	1.6	1.3	2.2		1.7
(4)		30	5	4	9	4	7	6	9	5	3	3	4
		1.2	1.8	1.3	2.0	.6	1.7	2.0	1.4	1.1	.8	1.7	.8
(5)		205	16	33	36	49	45	17	60	41	28	22	37
		8.4	5.8	10.4	8.0	7.5	10.9	5.7	9.3	9.0	7.8	12.2	7.8
(6)		116	16	15	21	24	21	10	36	21	8	10	30
		4.8	5.8	4.7	4.7	3.7	5.1	3.3	5.6	4.6	2.2	5.5	6.3
(7)		289	28	31	52	94	55	39	86	44	43	24	51
		11.9	10.1	9.8	11.5	14.5	13.3	13.0	13.3	9.6	11.9	13.3	10.8
(8)		415	51	48	91	105	76	52	114	65	60	30	93
		17.1	18.4	15.1	20.2	16.2	18.4	17.3	17.7	14.3	16.7	16.6	19.6
(9)		1277	141	175	231	357	189	167	312	262	205	88	236
MOST IMPORTANT		52.6	50.9	55.2	51.2	54.9	45.8	55.7	48.4	57.5	56.9	48.6	49.8
DON'T KNOW		7	1	2		2						2	5
		.3	.4	.6		.3						1.1	1.1
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.78	7.65	7.83	7.83	7.94	7.54	7.93	7.64	7.84	7.94	7.73	7.77

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
OVERALL PRICES OF GROCERIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	34	5	12	2	5	9	11	12	5	6	10	24
	%	1.4	1.4	1.5	.4	1.1	2.4	1.8	1.5	1.1	1.3	2.3	1.2
(2)		21	3	9	2	2	5	4	6	2	8	6	15
		.9	.9	1.1	.4	.4	1.3	.6	.7	.4	1.7	1.4	.7
(3)		36	7	13	7	4	5	15	12	5	3	6	30
		1.5	2.0	1.6	1.5	.9	1.3	2.4	1.5	1.1	.6	1.4	1.5
(4)		30	5	8	8	7	2	3	10	11	5	5	25
		1.2	1.4	1.0	1.8	1.6	.5	.5	1.2	2.3	1.1	1.2	1.2
(5)		205	46	63	41	24	30	55	70	27	48	56	149
		8.4	13.2	7.9	9.1	5.4	8.0	8.9	8.5	5.7	10.3	13.1	7.4
(6)		116	30	35	18	18	15	45	36	17	16	31	85
		4.8	8.6	4.4	4.0	4.0	4.0	7.3	4.4	3.6	3.4	7.3	4.2
(7)		289	41	109	57	43	38	82	94	52	54	58	231
		11.9	11.8	13.6	12.6	9.6	10.1	13.2	11.4	11.0	11.6	13.6	11.5
(8)		415	69	141	70	74	60	111	144	84	67	98	317
		17.1	19.8	17.6	15.5	16.6	16.0	17.9	17.4	17.8	14.4	23.0	15.8
(9)		1277	141	408	246	269	212	290	442	266	259	154	1123
MOST IMPORTANT		52.6	40.5	50.9	54.4	60.2	56.4	46.8	53.5	56.5	55.6	36.1	56.1
DON'T KNOW		7	1	4	1	1		3		2		3	4
		.3	.3	.5	.2	.2		.5		.4		.7	.2
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.78	7.41	7.76	7.86	8.05	7.81	7.62	7.81	7.96	7.79	7.32	7.88

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	67	13	8	10	9	20	10	21	11	8	4	12
	%	2.8	4.7	2.5	2.2	1.4	4.8	3.3	3.3	2.4	2.2	2.2	2.5
(2)		20	1		6	6	4	2	5	7	3	2	1
		.8	.4		1.3	.9	1.0	.7	.8	1.5	.8	1.1	.2
(3)		22	1	4	5	5	5	1	4	5	3	4	4
		.9	.4	1.3	1.1	.8	1.2	.3	.6	1.1	.8	2.2	.8
(4)		26	1	3	4	8	5	4	9	5	3		5
		1.1	.4	.9	.9	1.2	1.2	1.3	1.4	1.1	.8		1.1
(5)		99	12	13	14	23	21	6	28	20	19	6	18
		4.1	4.3	4.1	3.1	3.5	5.1	2.0	4.3	4.4	5.3	3.3	3.8
(6)		50	4	9	5	15	7	6	14	9	3	5	11
		2.1	1.4	2.8	1.1	2.3	1.7	2.0	2.2	2.0	.8	2.8	2.3
(7)		153	24	19	22	42	25	21	48	36	14	9	24
		6.3	8.7	6.0	4.9	6.5	6.1	7.0	7.4	7.9	3.9	5.0	5.1
(8)		386	48	58	86	92	63	58	112	62	50	28	76
		15.9	17.3	18.3	19.1	14.2	15.3	19.3	17.4	13.6	13.9	15.5	16.0
(9)		1595	171	202	298	447	261	192	401	299	256	123	318
MOST IMPORTANT		65.6	61.7	63.7	66.1	68.8	63.2	64.0	62.2	65.6	71.1	68.0	67.1
DON'T KNOW		12	2	1	1	3	2		3	2	1		5
		.5	.7	.3	.2	.5	.5		.5	.4	.3		1.1
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		8.10	7.99	8.12	8.17	8.23	7.88	8.13	8.01	8.05	8.22	8.14	8.19

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO. %	67 2.8	12 3.4	20 2.5	13 2.9	11 2.5	11 2.9	27 4.4	21 2.5	13 2.8	5 1.1	12 2.8	55 2.7
(2)		20 .8	2 .6	4 .5	3 .7	6 1.3	5 1.3	6 1.0	5 .6	4 .8	5 1.1	3 .7	17 .8
(3)		22 .9	3 .9	7 .9	4 .9	3 .7	5 1.3	10 1.6	5 .6	3 .6	4 .9	8 1.9	14 .7
(4)		26 1.1	1 .3	9 1.1	5 1.1	6 1.3	5 1.3	10 1.6	8 1.0	4 .8	2 .4	3 .7	23 1.1
(5)		99 4.1	15 4.3	34 4.2	20 4.4	17 3.8	12 3.2	28 4.5	34 4.1	23 4.9	14 3.0	20 4.7	79 3.9
(6)		50 2.1	8 2.3	12 1.5	13 2.9	13 2.9	4 1.1	16 2.6	11 1.3	11 2.3	11 2.4	10 2.3	40 2.0
(7)		153 6.3	31 8.9	53 6.6	19 4.2	28 6.3	22 5.9	46 7.4	62 7.5	25 5.3	18 3.9	45 10.5	108 5.4
(8)		386 15.9	58 16.7	136 17.0	71 15.7	83 18.6	38 10.1	104 16.8	157 19.0	70 14.9	48 10.3	91 21.3	295 14.7
(9) MOST IMPORTANT		1595 65.6	215 61.8	523 65.2	303 67.0	277 62.0	273 72.6	368 59.5	521 63.1	317 67.3	355 76.2	232 54.3	1363 68.0
DON'T KNOW		12 .5	3 .9	4 .5	1 .2	3 .7	1 .3	4 .6	2 .2	1 .2	4 .9	3 .7	9 .4
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		8.10	8.02	8.14	8.11	8.05	8.15	7.82	8.12	8.12	8.39	7.89	8.14

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	87	18	7	15	13	23	10	23	16	12	5	19
(1)	%	3.6	6.5	2.2	3.3	2.0	5.6	3.3	3.6	3.5	3.3	2.8	4.0
(2)		48	5	9	9	13	10	8	12	14	4	1	8
		2.0	1.8	2.8	2.0	2.0	2.4	2.7	1.9	3.1	1.1	.6	1.7
(3)		38	3	4	13	4	8	3	10	8	6	3	7
		1.6	1.1	1.3	2.9	.6	1.9	1.0	1.6	1.8	1.7	1.7	1.5
(4)		48	7	9	4	14	8	5	16	11	6	3	7
		2.0	2.5	2.8	.9	2.2	1.9	1.7	2.5	2.4	1.7	1.7	1.5
(5)		277	29	42	42	74	56	22	82	51	41	28	50
		11.4	10.5	13.2	9.3	11.4	13.6	7.3	12.7	11.2	11.4	15.5	10.5
(6)		112	17	10	10	36	23	11	35	16	14	12	23
		4.6	6.1	3.2	2.2	5.5	5.6	3.7	5.4	3.5	3.9	6.6	4.9
(7)		322	31	27	75	94	60	54	89	60	44	18	56
		13.3	11.2	8.5	16.6	14.5	14.5	18.0	13.8	13.2	12.2	9.9	11.8
(8)		385	48	49	83	97	61	47	93	66	66	30	83
		15.8	17.3	15.5	18.4	14.9	14.8	15.7	14.4	14.5	18.3	16.6	17.5
(9)		1099	117	158	200	302	161	140	282	212	166	80	214
MOST IMPORTANT		45.2	42.2	49.8	44.3	46.5	39.0	46.7	43.7	46.5	46.1	44.2	45.1
DON'T KNOW		14	2	2		3	3		3	2	1	1	7
		.6	.7	.6		.5	.7		.5	.4	.3	.6	1.5
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.36	7.15	7.45	7.42	7.49	7.01	7.48	7.27	7.31	7.47	7.37	7.40

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	87	18	28	14	14	12	33	25	16	11	19	68
	%	3.6	5.2	3.5	3.1	3.1	3.2	5.3	3.0	3.4	2.4	4.4	3.4
(2)		48	7	21	5	6	9	19	11	11	7	13	35
		2.0	2.0	2.6	1.1	1.3	2.4	3.1	1.3	2.3	1.5	3.0	1.7
(3)		38	5	15	5	6	7	12	12	8	6	9	29
		1.6	1.4	1.9	1.1	1.3	1.9	1.9	1.5	1.7	1.3	2.1	1.4
(4)		48	6	9	11	11	11	9	15	13	9	10	38
		2.0	1.7	1.1	2.4	2.5	2.9	1.5	1.8	2.8	1.9	2.3	1.9
(5)		277	47	93	55	46	35	80	100	37	55	64	213
		11.4	13.5	11.6	12.2	10.3	9.3	12.9	12.1	7.9	11.8	15.0	10.6
(6)		112	23	42	20	16	11	34	36	18	21	33	79
		4.6	6.6	5.2	4.4	3.6	2.9	5.5	4.4	3.8	4.5	7.7	3.9
(7)		322	47	112	70	48	44	91	114	66	45	56	266
		13.3	13.5	14.0	15.5	10.7	11.7	14.7	13.8	14.0	9.7	13.1	13.3
(8)		385	57	128	75	74	51	95	142	76	62	77	308
		15.8	16.4	16.0	16.6	16.6	13.6	15.3	17.2	16.1	13.3	18.0	15.4
(9)		1099	134	349	195	223	196	240	369	225	247	142	957
MOST IMPORTANT		45.2	38.5	43.5	43.1	49.9	52.1	38.8	44.7	47.8	53.0	33.3	47.8
DON'T KNOW		14	4	5	2	3		6	2	1	3	4	10
		.6	1.1	.6	.4	.7		1.0	.2	.2	.6	.9	.5
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.36	7.08	7.30	7.38	7.54	7.49	7.02	7.42	7.45	7.59	6.89	7.45

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD STORE ARRANGEMENT - EASE OF SHOPPING
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	42	7	1	7	7	15	2	7	6	14	3	10
	%	1.7	2.5	.3	1.6	1.1	3.6	.7	1.1	1.3	3.9	1.7	2.1
(2)		44	4	5	7	11	14	10	16	9	3	1	3
		1.8	1.4	1.6	1.6	1.7	3.4	3.3	2.5	2.0	.8	.6	.6
(3)		58	3	8	11	15	14	3	15	15	10	5	8
		2.4	1.1	2.5	2.4	2.3	3.4	1.0	2.3	3.3	2.8	2.8	1.7
(4)		78	8	5	13	31	14	18	26	16	11	3	4
		3.2	2.9	1.6	2.9	4.8	3.4	6.0	4.0	3.5	3.1	1.7	.8
(5)		402	24	52	83	117	84	68	134	79	50	21	49
		16.5	8.7	16.4	18.4	18.0	20.3	22.7	20.8	17.3	13.9	11.6	10.3
(6)		187	14	25	44	56	29	30	62	39	16	7	32
		7.7	5.1	7.9	9.8	8.6	7.0	10.0	9.6	8.6	4.4	3.9	6.8
(7)		377	33	40	67	109	69	54	107	87	47	28	51
		15.5	11.9	12.6	14.9	16.8	16.7	18.0	16.6	19.1	13.1	15.5	10.8
(8)		445	64	60	94	114	67	54	118	69	63	36	104
		18.3	23.1	18.9	20.8	17.5	16.2	18.0	18.3	15.1	17.5	19.9	21.9
(9) MOST IMPORTANT		793	118	120	125	189	107	61	160	136	146	76	210
		32.6	42.6	37.9	27.7	29.1	25.9	20.3	24.8	29.8	40.6	42.0	44.3
DON'T KNOW		4	2	1		1						1	3
		.2	.7	.3		.2						.6	.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.04	7.51	7.29	6.94	6.93	6.58	6.61	6.76	6.90	7.19	7.48	7.58

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD STORE ARRANGEMENT - EASE OF SHOPPING
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	42	7	13	4	4	14	14	15	4	7	13	29
	%	1.7	2.0	1.6	.9	.9	3.7	2.3	1.8	.8	1.5	3.0	1.4
(2)		44	9	16	6	6	7	14	13	6	10	11	33
		1.8	2.6	2.0	1.3	1.3	1.9	2.3	1.6	1.3	2.1	2.6	1.6
(3)		58	7	22	14	7	7	14	22	10	12	18	40
		2.4	2.0	2.7	3.1	1.6	1.9	2.3	2.7	2.1	2.6	4.2	2.0
(4)		78	14	22	9	22	11	26	20	13	17	16	62
		3.2	4.0	2.7	2.0	4.9	2.9	4.2	2.4	2.8	3.6	3.7	3.1
(5)		402	50	115	81	77	79	106	137	78	78	73	329
		16.5	14.4	14.3	17.9	17.2	21.0	17.1	16.6	16.6	16.7	17.1	16.4
(6)		187	26	56	45	33	27	41	68	38	39	45	142
		7.7	7.5	7.0	10.0	7.4	7.2	6.6	8.2	8.1	8.4	10.5	7.1
(7)		377	41	125	76	71	63	95	114	75	84	60	317
		15.5	11.8	15.6	16.8	15.9	16.8	15.3	13.8	15.9	18.0	14.1	15.8
(8)		445	67	153	74	85	66	122	147	102	66	79	366
		18.3	19.3	19.1	16.4	19.0	17.6	19.7	17.8	21.7	14.2	18.5	18.3
(9) MOST IMPORTANT		793	125	280	142	141	102	184	290	144	153	110	683
		32.6	35.9	34.9	31.4	31.5	27.1	29.7	35.1	30.6	32.8	25.8	34.1
DON'T KNOW		4	2		1	1		3		1		2	2
		.2	.6		.2	.2		.5		.2		.5	.1
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.04	7.10	7.14	7.03	7.07	6.75	6.92	7.10	7.13	6.97	6.66	7.12

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
COURTEOUS AND HELPFUL EMPLOYEES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	25	3		6	5	9	2	2	8	7	1	5
	%	1.0	1.1		1.3	.8	2.2	.7	.3	1.8	1.9	.6	1.1
(2)		34	4	4	3	10	9	6	16	5			6
		1.4	1.4	1.3	.7	1.5	2.2	2.0	2.5	1.1			1.3
(3)		27	1	6	5	9	5	4	12	5	1	1	4
		1.1	.4	1.9	1.1	1.4	1.2	1.3	1.9	1.1	.3	.6	.8
(4)		39	4	1	8	15	9	5	17	7	5	3	2
		1.6	1.4	.3	1.8	2.3	2.2	1.7	2.6	1.5	1.4	1.7	.4
(5)		285	15	43	61	92	51	50	97	59	33	18	28
		11.7	5.4	13.6	13.5	14.2	12.3	16.7	15.0	12.9	9.2	9.9	5.9
(6)		144	8	14	33	34	36	24	54	29	19	5	13
		5.9	2.9	4.4	7.3	5.2	8.7	8.0	8.4	6.4	5.3	2.8	2.7
(7)		322	24	33	66	90	71	52	111	61	40	14	43
		13.3	8.7	10.4	14.6	13.8	17.2	17.3	17.2	13.4	11.1	7.7	9.1
(8)		456	64	55	73	124	74	48	100	88	72	47	96
		18.8	23.1	17.4	16.2	19.1	17.9	16.0	15.5	19.3	20.0	26.0	20.3
(9)		1097	153	161	196	271	149	109	236	194	183	92	276
MOST IMPORTANT		45.1	55.2	50.8	43.5	41.7	36.1	36.3	36.6	42.5	50.8	50.8	58.2
DON'T KNOW		1	1										1
		.0	.4										.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.57	8.01	7.73	7.48	7.44	7.21	7.23	7.21	7.47	7.81	7.94	8.05

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
COURTEOUS AND HELPFUL EMPLOYEES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	25	2	11	1	2	9	6	9	3	6	6	19
	%	1.0	.6	1.4	.2	.4	2.4	1.0	1.1	.6	1.3	1.4	.9
(2)		34	1	12	9	5	7	8	10	10	5	13	21
		1.4	.3	1.5	2.0	1.1	1.9	1.3	1.2	2.1	1.1	3.0	1.0
(3)		27	4	10	7	4	2	7	10	7	3	11	16
		1.1	1.1	1.2	1.5	.9	.5	1.1	1.2	1.5	.6	2.6	.8
(4)		39	4	9	8	6	12	7	13	12	7	8	31
		1.6	1.1	1.1	1.8	1.3	3.2	1.1	1.6	2.5	1.5	1.9	1.5
(5)		285	35	76	68	56	50	75	103	53	51	48	237
		11.7	10.1	9.5	15.0	12.5	13.3	12.1	12.5	11.3	10.9	11.2	11.8
(6)		144	24	44	26	32	17	45	38	28	28	39	105
		5.9	6.9	5.5	5.8	7.2	4.5	7.3	4.6	5.9	6.0	9.1	5.2
(7)		322	41	109	60	63	49	84	115	58	62	68	254
		13.3	11.8	13.6	13.3	14.1	13.0	13.6	13.9	12.3	13.3	15.9	12.7
(8)		456	74	155	81	78	66	124	159	84	83	68	388
		18.8	21.3	19.3	17.9	17.4	17.6	20.0	19.2	17.8	17.8	15.9	19.4
(9)		1097	162	376	192	201	164	262	369	216	221	165	932
MOST IMPORTANT		45.1	46.6	46.9	42.5	45.0	43.6	42.3	44.7	45.9	47.4	38.6	46.5
DON'T KNOW		1	1					1				1	
		.0	.3					.2				.2	
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.57	7.75	7.65	7.44	7.59	7.38	7.53	7.57	7.53	7.65	7.22	7.65

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
CONVENIENT LOCATION
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO.	36	8	4	5	6	8	5	7	4	9	2	9
	%	1.5	2.9	1.3	1.1	.9	1.9	1.7	1.1	.9	2.5	1.1	1.9
(2)		10		2		4	3	2	3	3			2
		.4		.6		.6	.7	.7	.5	.7			.4
(3)		37	3	9	7	10	5	7	13	5	3	4	4
		1.5	1.1	2.8	1.6	1.5	1.2	2.3	2.0	1.1	.8	2.2	.8
(4)		43		4	7	9	13	7	13	8	8	5	2
		1.8		1.3	1.6	1.4	3.1	2.3	2.0	1.8	2.2	2.8	.4
(5)		257	25	35	47	81	37	33	62	55	41	16	49
		10.6	9.0	11.0	10.4	12.5	9.0	11.0	9.6	12.1	11.4	8.8	10.3
(6)		123	8	17	24	31	26	11	38	23	19	8	21
		5.1	2.9	5.4	5.3	4.8	6.3	3.7	5.9	5.0	5.3	4.4	4.4
(7)		302	21	28	68	96	49	54	98	56	42	16	36
		12.4	7.6	8.8	15.1	14.8	11.9	18.0	15.2	12.3	11.7	8.8	7.6
(8)		388	40	58	73	104	70	46	115	77	51	27	71
		16.0	14.4	18.3	16.2	16.0	16.9	15.3	17.8	16.9	14.2	14.9	15.0
(9)		1232	171	160	220	309	202	135	295	225	187	103	279
MOST IMPORTANT		50.7	61.7	50.5	48.8	47.5	48.9	45.0	45.7	49.3	51.9	56.9	58.9
DON'T KNOW		2	1						1				1
		.1	.4						.2				.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.69	7.96	7.66	7.70	7.62	7.61	7.50	7.61	7.68	7.65	7.83	7.90

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
CONVENIENT LOCATION
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO. %	36 1.5	6 1.7	14 1.7	5 1.1	3 .7	8 2.1	10 1.6	13 1.6	6 1.3	7 1.5	9 2.1	27 1.3
(2)		10 .4	2 .6	4 .5		4 .9		4 .6	3 .4	2 .4	1 .2	3 .7	7 .3
(3)		37 1.5	3 .9	14 1.7	10 2.2	4 .9	6 1.6	12 1.9	9 1.1	7 1.5	8 1.7	10 2.3	27 1.3
(4)		43 1.8	1 .3	12 1.5	6 1.3	13 2.9	11 2.9	9 1.5	14 1.7	7 1.5	12 2.6	6 1.4	37 1.8
(5)		257 10.6	32 9.2	77 9.6	48 10.6	45 10.1	55 14.6	67 10.8	87 10.5	50 10.6	52 11.2	44 10.3	213 10.6
(6)		123 5.1	19 5.5	34 4.2	27 6.0	23 5.1	20 5.3	32 5.2	38 4.6	27 5.7	25 5.4	26 6.1	97 4.8
(7)		302 12.4	34 9.8	91 11.3	62 13.7	62 13.9	53 14.1	69 11.1	108 13.1	70 14.9	49 10.5	57 13.3	245 12.2
(8)		388 16.0	53 15.2	129 16.1	81 17.9	68 15.2	56 14.9	90 14.5	153 18.5	73 15.5	65 13.9	66 15.5	322 16.1
(9) MOST IMPORTANT		1232 50.7	197 56.6	427 53.2	212 46.9	225 50.3	167 44.4	324 52.3	401 48.5	229 48.6	247 53.0	205 48.0	1027 51.3
DON'T KNOW		2 .1	1 .3		1 .2			2 .3				1 .2	1 .0
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		7.69	7.87	7.75	7.65	7.70	7.41	7.68	7.69	7.66	7.68	7.55	7.72

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF --- QUALITY AND FRESHNESS OF FRUITS AND VEGETABLES IN DECIDING WHICH SUPERMARKET TO SHOP IN BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 CR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	26	4	3	3	4	8	3	4	4	5	3	6
(1)	%	1.1	1.4	.9	.7	.6	1.9	1.0	.6	.9	1.4	1.7	1.3
(2)		18	5	3	3	2	2	2	3	5	2	1	5
		.7	1.8	.9	.7	.3	.5	.7	.5	1.1	.6	.6	1.1
(3)		11	2	2	1	2	3	1	4	2	2		2
		.5	.7	.6	.2	.3	.7	.3	.6	.4	.6		.4
(4)		20		4	5	5	4	3	5	2	3	1	6
		.8		1.3	1.1	.8	1.0	1.0	.8	.4	.8	.6	1.3
(5)		124	16	13	25	32	16	20	35	24	11	6	26
		5.1	5.8	4.1	5.5	4.9	3.9	6.7	5.4	5.3	3.1	3.3	5.5
(6)		79	7	9	12	25	19	12	24	17	5	7	13
		3.3	2.5	2.8	2.7	3.8	4.6	4.0	3.7	3.7	1.4	3.9	2.7
(7)		266	36	34	55	76	37	38	75	53	35	18	45
		10.9	13.0	10.7	12.2	11.7	9.0	12.7	11.6	11.6	9.7	9.9	9.5
(8)		452	47	60	85	121	82	55	129	91	61	28	87
		18.6	17.0	18.9	18.8	18.6	19.9	18.3	20.0	20.0	16.9	15.5	18.4
(9)		1430	160	186	262	383	241	166	366	256	236	117	282
MOST IMPORTANT		58.8	57.8	58.7	58.1	58.9	58.4	55.3	56.7	56.1	65.6	64.6	59.5
DON'T KNOW		4		3			1			2			2
		.2		.9			.2			.4			.4
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		8.09	7.98	8.10	8.10	8.14	8.05	7.98	8.08	8.05	8.25	8.20	8.06

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	26	1	10	5	1	9	7	7	5	6	8	18
	%	1.1	.3	1.2	1.1	.2	2.4	1.1	.8	1.1	1.3	1.9	.9
(2)		18	2	7	4	3	2	6	3	8	1	4	14
		.7	.6	.9	.9	.7	.5	1.0	.4	1.7	.2	.9	.7
(3)		11	1	1	4	1	4	3	3	2	3	3	8
		.5	.3	.1	.9	.2	1.1	.5	.4	.4	.6	.7	.4
(4)		20	2	11	2	3	2	8	5	5	2	5	15
		.8	.6	1.4	.4	.7	.5	1.3	.6	1.1	.4	1.2	.7
(5)		124	27	32	23	22	20	36	44	25	17	34	90
		5.1	7.8	4.0	5.1	4.9	5.3	5.8	5.3	5.3	3.6	8.0	4.5
(6)		79	10	24	13	21	10	22	27	15	13	24	55
		3.3	2.9	3.0	2.9	4.7	2.7	3.6	3.3	3.2	2.8	5.6	2.7
(7)		266	32	88	56	55	34	61	105	51	41	60	206
		10.9	9.2	11.0	12.4	12.3	9.0	9.9	12.7	10.8	8.8	14.1	10.3
(8)		452	77	157	72	87	59	114	164	99	67	96	356
		18.6	22.1	19.6	15.9	19.5	15.7	18.4	19.9	21.0	14.4	22.5	17.8
(9) MOST IMPORTANT		1430	196	470	272	253	236	361	466	261	315	191	1239
		58.8	56.3	58.6	60.2	56.6	62.8	58.3	56.4	55.4	67.6	44.7	61.9
DON'T KNOW		4		2	1	1		1	2		1	2	2
		.2		.2	.2	.2		.2	.2		.2	.5	.1
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		8.09	8.09	8.10	8.08	8.11	8.05	8.03	8.09	7.98	8.27	7.68	8.17

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 CR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	51	9	3	12	9	14	5	9	7	12	3	13
(1)	%	2.1	3.2	.9	2.7	1.4	3.4	1.7	1.4	1.5	3.3	1.7	2.7
(2)		33	6	3	4	6	8		11	8	6	2	5
		1.4	2.2	.9	.9	.9	1.9		1.7	1.8	1.7	1.1	1.1
(3)		37	3	5	5	9	12	5	13	8	4	4	3
		1.5	1.1	1.6	1.1	1.4	2.9	1.7	2.0	1.8	1.1	2.2	.6
(4)		54	5	15	5	13	11	7	15	10	10	1	10
		2.2	1.8	4.7	1.1	2.0	2.7	2.3	2.3	2.2	2.8	.6	2.1
(5)		302	26	33	49	88	68	31	90	58	47	31	43
		12.4	9.4	10.4	10.9	13.5	16.5	10.3	14.0	12.7	13.1	17.1	9.1
(6)		134	14	13	25	40	29	24	43	27	11	6	22
		5.5	5.1	4.1	5.5	6.2	7.0	8.0	6.7	5.9	3.1	3.3	4.6
(7)		398	37	45	82	112	67	50	121	75	48	27	74
		16.4	13.4	14.2	18.2	17.2	16.2	16.7	18.8	16.4	13.3	14.9	15.6
(8)		448	58	55	88	116	68	66	104	75	66	36	98
		18.4	20.9	17.4	19.5	17.8	16.5	22.0	16.1	16.4	18.3	19.9	20.7
(9)		962	117	142	181	255	134	112	238	187	155	69	200
MOST IMPORTANT		39.6	42.2	44.8	40.1	39.2	32.4	37.3	36.9	41.0	43.1	38.1	42.2
DON'T KNOW		11	2	3		2	2		1	1	1	2	6
		.5	.7	.9		.3	.5		.2	.2	.3	1.1	1.3
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.35	7.42	7.52	7.44	7.39	6.92	7.44	7.23	7.36	7.34	7.33	7.52

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	51	7	23	4	2	14	16	17	8	8	16	35
	%	2.1	2.0	2.9	.9	.4	3.7	2.6	2.1	1.7	1.7	3.7	1.7
(2)		33	5	10	6	5	7	11	8	7	7	9	24
		1.4	1.4	1.2	1.3	1.1	1.9	1.8	1.0	1.5	1.5	2.1	1.2
(3)		37	6	12	5	7	7	11	9	8	8	11	26
		1.5	1.7	1.5	1.1	1.6	1.9	1.8	1.1	1.7	1.7	2.6	1.3
(4)		54	9	19	10	8	8	11	16	8	17	19	35
		2.2	2.6	2.4	2.2	1.8	2.1	1.8	1.9	1.7	3.6	4.4	1.7
(5)		302	42	101	59	59	40	64	106	61	63	77	225
		12.4	12.1	12.6	13.1	13.2	10.6	10.3	12.8	13.0	13.5	18.0	11.2
(6)		134	19	44	29	23	19	33	47	24	28	29	105
		5.5	5.5	5.5	6.4	5.1	5.1	5.3	5.7	5.1	6.0	6.8	5.2
(7)		398	59	123	92	67	56	101	142	79	67	70	328
		16.4	17.0	15.3	20.4	15.0	14.9	16.3	17.2	16.8	14.4	16.4	16.4
(8)		448	74	153	75	88	57	126	149	90	74	81	367
		18.4	21.3	19.1	16.6	19.7	15.2	20.4	18.0	19.1	15.9	19.0	18.3
(9) MOST IMPORTANT		962	125	313	168	187	168	242	330	183	193	112	850
		39.6	35.9	39.0	37.2	41.8	44.7	39.1	40.0	38.9	41.4	26.2	42.4
DON'T KNOW		11	2	4	4	1		4	2	3	1	3	8
		.5	.6	.5	.9	.2		.6	.2	.6	.2	.7	.4
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.35	7.30	7.30	7.36	7.52	7.33	7.36	7.39	7.37	7.30	6.72	7.49

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
FAST CHECKOUT SERVICE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	NO. %	50 2.1	8 2.9	8 2.5	7 1.6	10 1.5	4 1.0	4 1.3	9 1.4	8 1.8	8 2.2	3 1.7	15 3.2
(2)		38 1.6	2 .7	7 2.2	8 1.8	14 2.2	4 1.0	3 1.0	11 1.7	10 2.2	5 1.4	2 1.1	7 1.5
(3)		57 2.3	3 1.1	11 3.5	11 2.4	15 2.3	10 2.4	8 2.7	19 2.9	11 2.4	6 1.7	2 1.1	11 2.3
(4)		87 3.6	10 3.6	13 4.1	16 3.5	24 3.7	18 4.4	10 3.3	23 3.6	17 3.7	14 3.9	6 3.3	15 3.2
(5)		369 15.2	39 14.1	45 14.2	78 17.3	104 16.0	62 15.0	43 14.3	122 18.9	57 12.5	56 15.6	22 12.2	68 14.3
(6)		184 7.6	17 6.1	16 5.0	41 9.1	52 8.0	36 8.7	26 8.7	51 7.9	43 9.4	25 6.9	6 3.3	33 7.0
(7)		391 16.1	26 9.4	39 12.3	89 19.7	109 16.8	82 19.9	55 18.3	122 18.9	79 17.3	57 15.8	21 11.6	56 11.8
(8)		388 16.0	43 15.5	50 15.8	80 17.7	93 14.3	70 16.9	55 18.3	82 12.7	81 17.8	49 13.6	39 21.5	79 16.7
(9) MOST IMPORTANT		860 35.4	127 45.8	127 40.1	121 26.8	227 34.9	126 30.5	96 32.0	204 31.6	150 32.9	140 38.9	79 43.6	187 39.5
DON'T KNOW		6 .2	2 .7	1 .3		2 .3	1 .2		2 .3			1 .6	3 .6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.09	7.37	7.10	6.89	7.04	7.06	7.11	6.91	7.07	7.15	7.52	7.15

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
FAST CHECKOUT SERVICE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT (1)	NO.	50	7	16	10	7	10	14	20	7	7	10	40
	%	2.1	2.0	2.0	2.2	1.6	2.7	2.3	2.4	1.5	1.5	2.3	2.0
(2)		38	4	14	5	9	6	10	8	7	11	10	28
		1.6	1.1	1.7	1.1	2.0	1.6	1.6	1.0	1.5	2.4	2.3	1.4
(3)		57	11	15	8	14	9	16	24	8	8	15	42
		2.3	3.2	1.9	1.8	3.1	2.4	2.6	2.9	1.7	1.7	3.5	2.1
(4)		87	10	33	19	14	11	15	36	18	17	22	65
		3.6	2.9	4.1	4.2	3.1	2.9	2.4	4.4	3.8	3.6	5.2	3.2
(5)		369	49	122	69	67	61	92	129	81	64	55	314
		15.2	14.1	15.2	15.3	15.0	16.2	14.9	15.6	17.2	13.7	12.9	15.7
(6)		184	26	48	32	51	27	46	54	43	38	33	151
		7.6	7.5	6.0	7.1	11.4	7.2	7.4	6.5	9.1	8.2	7.7	7.5
(7)		391	40	126	75	79	70	94	140	73	75	66	325
		16.1	11.5	15.7	16.6	17.7	18.6	15.2	16.9	15.5	16.1	15.5	16.2
(8)		388	59	136	70	65	57	116	125	78	63	75	313
		16.0	17.0	17.0	15.5	14.5	15.2	18.7	15.1	16.6	13.5	17.6	15.6
(9) MOST IMPORTANT		860	140	290	163	140	125	211	290	155	183	139	721
		35.4	40.2	36.2	36.1	31.3	33.2	34.1	35.1	32.9	39.3	32.6	36.0
DON'T KNOW		6	2	2	1	1		5		1		2	4
		.2	.6	.2	.2	.2		.8		.2		.5	.2
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.09	7.23	7.12	7.12	6.94	7.00	7.11	7.04	7.04	7.18	6.94	7.12

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ADVERTISED SPECIALS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	184	10	17	32	46	59	17	52	45	32	13	24
(1)	%	7.6	3.6	5.4	7.1	7.1	14.3	5.7	8.1	9.9	8.9	7.2	5.1
(2)		96	9	7	16	30	26	13	40	22	6	1	13
		4.0	3.2	2.2	3.5	4.6	6.3	4.3	6.2	4.8	1.7	.6	2.7
(3)		108	19	9	14	26	28	15	35	16	13	6	23
		4.4	6.9	2.8	3.1	4.0	6.8	5.0	5.4	3.5	3.6	3.3	4.9
(4)		129	14	16	20	31	32	17	35	32	11	7	25
		5.3	5.1	5.0	4.4	4.8	7.7	5.7	5.4	7.0	3.1	3.9	5.3
(5)		397	32	51	89	112	74	62	123	74	58	25	55
		16.3	11.6	16.1	19.7	17.2	17.9	20.7	19.1	16.2	16.1	13.8	11.6
(6)		174	16	30	27	45	27	22	45	35	31	12	28
		7.2	5.8	9.5	6.0	6.9	6.5	7.3	7.0	7.7	8.6	6.6	5.9
(7)		333	36	34	74	90	51	54	102	54	45	18	58
		13.7	13.0	10.7	16.4	13.8	12.3	18.0	15.8	11.8	12.5	9.9	12.2
(8)		338	35	56	66	103	35	44	80	59	52	29	72
		13.9	12.6	17.7	14.6	15.8	8.5	14.7	12.4	12.9	14.4	16.0	15.2
(9)		665	105	96	112	166	79	56	132	119	112	68	173
MOST IMPORTANT		27.4	37.9	30.3	24.8	25.5	19.1	18.7	20.5	26.1	31.1	37.6	36.5
DON'T KNOW		6	1	1	1	1	2		1			2	3
		.2	.4	.3	.2	.2	.5		.2			1.1	.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		6.30	6.79	6.67	6.33	6.30	5.36	6.11	5.91	6.07	6.51	6.86	6.80

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ADVERTISED SPECIALS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LEAST IMPORTANT	NO.	184	41	64	23	25	30	51	54	24	50	56	128
(1)	%	7.6	11.8	8.0	5.1	5.6	8.0	8.2	6.5	5.1	10.7	13.1	6.4
(2)		96	20	31	19	15	11	37	20	22	16	29	67
		4.0	5.7	3.9	4.2	3.4	2.9	6.0	2.4	4.7	3.4	6.8	3.3
(3)		108	15	45	18	20	10	30	35	18	21	33	75
		4.4	4.3	5.6	4.0	4.5	2.7	4.8	4.2	3.8	4.5	7.7	3.7
(4)		129	20	39	25	31	14	32	39	27	27	36	93
		5.3	5.7	4.9	5.5	6.9	3.7	5.2	4.7	5.7	5.8	8.4	4.6
(5)		397	55	126	88	65	63	99	133	81	78	56	341
		16.3	15.8	15.7	19.5	14.5	16.8	16.0	16.1	17.2	16.7	13.1	17.0
(6)		174	20	51	32	38	33	37	60	35	41	28	146
		7.2	5.7	6.4	7.1	8.5	8.8	6.0	7.3	7.4	8.8	6.6	7.3
(7)		333	39	101	66	76	50	85	114	74	52	58	275
		13.7	11.2	12.6	14.6	17.0	13.3	13.7	13.8	15.7	11.2	13.6	13.7
(8)		338	47	117	53	69	51	89	133	59	50	46	292
		13.9	13.5	14.6	11.7	15.4	13.6	14.4	16.1	12.5	10.7	10.8	14.6
(9)		665	89	227	126	107	114	156	238	129	130	83	582
MOST IMPORTANT		27.4	25.6	28.3	27.9	23.9	30.3	25.2	28.8	27.4	27.9	19.4	29.1
DON'T KNOW		6	2	1	2	1		3		2	1	2	4
		.2	.6	.1	.4	.2		.5		.4	.2	.5	.2
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		6.30	5.93	6.29	6.37	6.37	6.48	6.12	6.52	6.39	6.07	5.47	6.47

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
$10 OR LESS	NO.	46	20	10	7	2	1	6	11	1	5		22
	%	1.9	7.2	3.2	1.6	.3	.2	2.0	1.7	.2	1.4		4.6
$11 - $20		217	66	36	46	31	8	27	54	13	19	7	94
		8.9	23.8	11.4	10.2	4.8	1.9	9.0	8.4	2.9	5.3	3.9	19.8
$21 - $30		356	47	68	80	78	37	58	87	29	40	31	110
		14.7	17.0	21.5	17.7	12.0	9.0	19.3	13.5	6.4	11.1	17.1	23.2
$31 - $40		377	53	55	78	93	49	57	100	43	49	45	82
		15.5	19.1	17.4	17.3	14.3	11.9	19.0	15.5	9.4	13.6	24.9	17.3
$41 - $50		449	36	61	86	130	78	58	118	72	84	36	78
		18.5	13.0	19.2	19.1	20.0	18.9	19.3	18.3	15.8	23.3	19.9	16.5
$51 - $60		292	16	29	64	106	52	39	93	62	51	26	20
		12.0	5.8	9.1	14.2	16.3	12.6	13.0	14.4	13.6	14.2	14.4	4.2
$61 - $70		179	13	18	32	54	36	18	49	55	26	10	20
		7.4	4.7	5.7	7.1	8.3	8.7	6.0	7.6	12.1	7.2	5.5	4.2
$71 - $80		204	11	18	31	70	51	18	54	79	32	11	10
		8.4	4.0	5.7	6.9	10.8	12.3	6.0	8.4	17.3	8.9	6.1	2.1
$81 - $90		49	2	4	2	19	16		14	20	9	2	4
		2.0	.7	1.3	.4	2.9	3.9		2.2	4.4	2.5	1.1	.8
$91 - $100		134	2	11	15	42	49	11	40	44	24	8	7
		5.5	.7	3.5	3.3	6.5	11.9	3.7	6.2	9.6	6.7	4.4	1.5
MORE THAN $100		79	2	6	8	20	30	8	17	31	16	4	2
		3.3	.7	1.9	1.8	3.1	7.3	2.7	2.6	6.8	4.4	2.2	.4
DON'T KNOW/REFUSED		48	9	1	2	5	6		8	7	5	1	25
		2.0	3.2	.3	.4	.8	1.5		1.2	1.5	1.4	.6	5.3
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		48.83	33.67	42.20	44.60	53.39	61.68	44.35	49.51	63.23	53.05	47.10	34.01

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN SUPERMARKETS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
$10 OR LESS	NO. %	46 1.9	32 9.2	8 1.0	5 1.1	1 .2		46 7.4				13 3.0	33 1.6
$11 - $20		217 8.9	112 32.2	78 9.7	15 3.3	6 1.3	5 1.3	217 35.1				57 13.3	160 8.0
$21 - $30		356 14.7	99 28.4	177 22.1	45 10.0	25 5.6	10 2.7	356 57.5				84 19.7	272 13.6
$31 - $40		377 15.5	47 13.5	181 22.6	75 16.6	52 11.6	22 5.9		377 45.6			63 14.8	314 15.7
$41 - $50		449 18.5	20 5.7	166 20.7	118 26.1	90 20.1	54 14.4		449 54.4			61 14.3	388 19.4
$51 - $60		292 12.0	7 2.0	75 9.4	77 17.0	83 18.6	49 13.0			292 62.0		45 10.5	247 12.3
$61 - $70		179 7.4	6 1.7	39 4.9	40 8.8	55 12.3	38 10.1			179 38.0		26 6.1	153 7.6
$71 - $80		204 8.4	10 2.9	28 3.5	30 6.6	59 13.2	77 20.5				204 43.8	35 8.2	169 8.4
$81 - $90		49 2.0		4 .5	7 1.5	13 2.9	25 6.6				49 10.5	7 1.6	42 2.1
$91 - $100		134 5.5	2 .6	18 2.2	25 5.5	33 7.4	56 14.9				134 28.8	16 3.7	118 5.9
MORE THAN $100		79 3.3		9 1.1	11 2.4	22 4.9	37 9.8				79 17.0	12 2.8	67 3.3
DON'T KNOW/REFUSED		48 2.0	13 3.7	19 2.4	4 .9	8 1.8	3 .8					8 1.9	40 2.0
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		48.83	26.10	40.51	51.12	59.78	71.09	20.51	40.94	59.30	89.85	44.20	49.82

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN THE SUPERMARKET SHOPPED MOST OFTEN BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
$10 OR LESS	NO.	95	33	19	15	10	1	12	24	3	5	1	48
	%	3.9	11.9	6.0	3.3	1.5	.2	4.0	3.7	.7	1.4	.6	10.1
$11 - $20		331	71	65	67	56	25	44	75	28	38	22	120
		13.6	25.6	20.5	14.9	8.6	6.1	14.7	11.6	6.1	10.6	12.2	25.3
$21 - $30		423	58	59	101	104	51	67	105	39	65	36	111
		17.4	20.9	18.6	22.4	16.0	12.3	22.3	16.3	8.6	18.1	19.9	23.4
$31 - $40		452	36	63	88	133	79	67	121	62	71	53	76
		18.6	13.0	19.9	19.5	20.5	19.1	22.3	18.8	13.6	19.7	29.3	16.0
$41 - $50		409	36	42	80	129	70	48	120	91	63	29	56
		16.8	13.0	13.2	17.7	19.8	16.9	16.0	18.6	20.0	17.5	16.0	11.8
$51 - $60		237	14	26	43	83	46	31	74	63	45	12	10
		9.8	5.1	8.2	9.5	12.8	11.1	10.3	11.5	13.8	12.5	6.6	2.1
$61 - $70		124	8	15	22	36	29	8	36	44	17	7	11
		5.1	2.9	4.7	4.9	5.5	7.0	2.7	5.6	9.6	4.7	3.9	2.3
$71 - $80		146	5	8	18	54	42	10	43	59	23	5	6
		6.0	1.8	2.5	4.0	8.3	10.2	3.3	6.7	12.9	6.4	2.8	1.3
$81 - $90		39		5	2	11	17	2	12	19	5	1	
		1.6		1.6	.4	1.7	4.1	.7	1.9	4.2	1.4	.6	
$91 - $100		60	1	7	4	19	22	4	16	16	14	6	4
		2.5	.4	2.2	.9	2.9	5.3	1.3	2.5	3.5	3.9	3.3	.8
MORE THAN $100		42	1	3	7	6	20	6	11	16	6	3	
		1.7	.4	.9	1.6	.9	4.8	2.0	1.7	3.5	1.7	1.7	
DON'T KNOW/REFUSED		72	14	5	4	9	11	1	8	16	8	6	32
		3.0	5.1	1.6	.9	1.4	2.7	.3	1.2	3.5	2.2	3.3	6.8
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		41.35	28.79	36.06	38.12	44.75	52.89	37.76	42.88	53.85	44.01	39.92	27.85

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN THE SUPERMARKET SHOPPED MOST OFTEN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
$10 OR LESS	NO.	95	59	27	6	2	1	92	2			27	68
	%	3.9	17.0	3.4	1.3	.4	.3	14.9	.2			6.3	3.4
$11 - $20		331	127	139	37	15	12	293	34	3	1	76	255
		13.6	36.5	17.3	8.2	3.4	3.2	47.3	4.1	.6	.2	17.8	12.7
$21 - $30		423	75	203	67	51	27	225	176	16	6	93	330
		17.4	21.6	25.3	14.8	11.4	7.2	36.3	21.3	3.4	1.3	21.8	16.5
$31 - $40		452	38	187	96	81	49		376	63	13	68	384
		18.6	10.9	23.3	21.2	18.1	13.0		45.5	13.4	2.8	15.9	19.2
$41 - $50		409	13	113	111	97	75		232	125	52	51	358
		16.8	3.7	14.1	24.6	21.7	19.9		28.1	26.5	11.2	11.9	17.9
$51 - $60		237	8	49	57	67	55			178	59	32	205
		9.8	2.3	6.1	12.6	15.0	14.6			37.8	12.7	7.5	10.2
$61 - $70		124	4	18	27	36	38			80	44	18	106
		5.1	1.1	2.2	6.0	8.1	10.1			17.0	9.4	4.2	5.3
$71 - $80		146	4	23	21	49	49				146	27	119
		6.0	1.1	2.9	4.6	11.0	13.0				31.3	6.3	5.9
$81 - $90		39		4	4	14	17				39	6	33
		1.6		.5	.9	3.1	4.5				8.4	1.4	1.6
$91 - $100		60	1	6	14	13	26				60	11	49
		2.5	.3	.7	3.1	2.9	6.9				12.9	2.6	2.4
MORE THAN $100		42		5	5	11	21				42	4	38
		1.7		.6	1.1	2.5	5.6				9.0	.9	1.9
DON'T KNOW/REFUSED		72	19	28	7	11	6	9	6	6	4	14	58
		3.0	5.5	3.5	1.5	2.5	1.6	1.5	.7	1.3	.9	3.3	2.9
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		41.35	22.03	34.12	43.98	51.30	58.73	17.68	35.28	50.53	74.20	37.46	42.17

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT SPENT EACH WEEK EATING OUT IN ANY TYPE OF RESTAURANT
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
$5 OR LESS	NO.	977	189	165	176	203	85	92	212	154	143	87	285
	%	40.2	68.2	52.1	39.0	31.2	20.6	30.7	32.9	33.8	39.7	48.1	60.1
$6 - $10		474	34	65	105	148	71	78	134	84	76	30	68
		19.5	12.3	20.5	23.3	22.8	17.2	26.0	20.8	18.4	21.1	16.6	14.3
$11 - $15		237	14	28	50	71	53	30	75	46	30	20	36
		9.8	5.1	8.8	11.1	10.9	12.8	10.0	11.6	10.1	8.3	11.0	7.6
$16 - $20		267	16	26	47	94	62	45	81	58	41	20	22
		11.0	5.8	8.2	10.4	14.5	15.0	15.0	12.6	12.7	11.4	11.0	4.6
$21 - $25		123	4	9	20	45	29	15	39	30	18	5	15
		5.1	1.4	2.8	4.4	6.9	7.0	5.0	6.0	6.6	5.0	2.8	3.2
$26 - $30		110	7	10	19	30	36	17	36	27	14	7	8
		4.5	2.5	3.2	4.2	4.6	8.7	5.7	5.6	5.9	3.9	3.9	1.7
$31 - $35		18		2	5	5	3	3	4	5	3		3
		.7		.6	1.1	.8	.7	1.0	.6	1.1	.8		.6
$36 - $40		45	2	1	6	15	14	5	13	9	9	2	7
		1.9	.7	.3	1.3	2.3	3.4	1.7	2.0	2.0	2.5	1.1	1.5
$41 - $45		8		1		1	4		4	2		1	1
		.3		.3		.2	1.0		.6	.4		.6	.2
$46 - $50		47		2	9	12	20	5	16	12	8	2	4
		1.9		.6	2.0	1.8	4.8	1.7	2.5	2.6	2.2	1.1	.8
$51 OR MORE		63	6	4	9	12	25	8	21	15	6	4	8
		2.6	2.2	1.3	2.0	1.8	6.1	2.7	3.3	3.3	1.7	2.2	1.7
DON'T KNOW/REFUSED		61	5	4	5	14	11	2	10	14	12	3	17
		2.5	1.8	1.3	1.1	2.2	2.7	.7	1.6	3.1	3.3	1.7	3.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		12.58	7.33	8.79	11.82	13.29	20.16	13.55	14.46	14.73	11.96	10.67	8.37

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT SPENT EACH WEEK EATING OUT IN ANY TYPE OF RESTAURANT

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
$5 OR LESS	NO.	977	174	320	179	158	145	299	344	162	150	123	854
	%	40.2	50.0	39.9	39.6	35.3	38.6	48.3	41.6	34.4	32.2	28.8	42.6
$6 - $10		474	54	159	99	90	70	126	178	98	70	61	413
		19.5	15.5	19.8	21.9	20.1	18.6	20.4	21.5	20.8	15.0	14.3	20.6
$11 - $15		237	20	90	40	48	39	53	79	56	44	47	190
		9.8	5.7	11.2	8.8	10.7	10.4	8.6	9.6	11.9	9.4	11.0	9.5
$16 - $20		267	28	72	47	73	47	43	94	67	61	59	208
		11.0	8.0	9.0	10.4	16.3	12.5	6.9	11.4	14.2	13.1	13.8	10.4
$21 - $25		123	18	32	26	23	24	29	29	20	42	37	86
		5.1	5.2	4.0	5.8	5.1	6.4	4.7	3.5	4.2	9.0	8.7	4.3
$26 - $30		110	14	41	28	11	15	19	35	24	32	32	78
		4.5	4.0	5.1	6.2	2.5	4.0	3.1	4.2	5.1	6.9	7.5	3.9
$31 - $35		18	7	5	1	1	4	7	5	2	4	8	10
		.7	2.0	.6	.2	.2	1.1	1.1	.6	.4	.9	1.9	.5
$36 - $40		45	6	14	6	15	4	5	15	13	12	13	32
		1.9	1.7	1.7	1.3	3.4	1.1	.8	1.8	2.8	2.6	3.0	1.6
$41 - $45		8		3	1	3	1		2	2	4	4	4
		.3		.4	.2	.7	.3		.2	.4	.9	.9	.2
$46 - $50		47	6	17	11	6	7	4	15	8	18	14	33
		1.9	1.7	2.1	2.4	1.3	1.9	.6	1.8	1.7	3.9	3.3	1.6
$51 OR MORE		63	12	26	7	7	11	17	15	10	21	20	43
		2.6	3.4	3.2	1.5	1.6	2.9	2.7	1.8	2.1	4.5	4.7	2.1
DON'T KNOW/REFUSED		61	9	23	7	12	9	17	15	9	8	9	52
		2.5	2.6	2.9	1.5	2.7	2.4	2.7	1.8	1.9	1.7	2.1	2.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		12.58	12.14	12.98	11.97	12.47	13.01	10.51	11.46	13.10	17.03	17.84	11.45

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH MEATS

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
SUPERMARKET	NO.	1855	242	255	355	494	287	249	478	322	270	143	383
	%	76.3	87.4	80.4	78.7	76.0	69.5	83.0	74.1	70.6	75.0	79.0	80.8
MEAT MARKET/BUTCHER SHOP		304	19	33	51	82	73	31	94	65	51	16	44
		12.5	6.9	10.4	11.3	12.6	17.7	10.3	14.6	14.3	14.2	8.8	9.3
WHOLESALE/FREEZER PLAN		114	6	15	17	37	23	6	32	28	17	10	21
		4.7	2.2	4.7	3.8	5.7	5.6	2.0	5.0	6.1	4.7	5.5	4.4
SMALL GROCERY		18	3		4	6	3	1	3	3	5	1	5
		.7	1.1		.9	.9	.7	.3	.5	.7	1.4	.6	1.1
ALL OTHERS		3			1				1				2
		.1			.2				.2				.4
NOT ONE STORE													
DON'T BUY MEATS		135	7	14	23	30	27	13	36	38	17	11	19
		5.6	2.5	4.4	5.1	4.6	6.5	4.3	5.6	8.3	4.7	6.1	4.0
DON'T KNOW		1				1			1				
		.0				.2			.2				
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH MEATS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
SUPERMARKET	NO.	1855	296	618	349	323	265	473	625	370	351	342	1513
	%	76.3	85.1	77.1	77.2	72.3	70.5	76.4	75.7	78.6	75.3	80.1	75.5
MEAT MARKET/BUTCHER SHOP		304	29	94	59	66	55	70	91	57	76	49	255
		12.5	8.3	11.7	13.1	14.8	14.6	11.3	11.0	12.1	16.3	11.5	12.7
WHOLESALE/FREEZER PLAN		114	8	37	18	29	22	23	52	19	19	21	93
		4.7	2.3	4.6	4.0	6.5	5.9	3.7	6.3	4.0	4.1	4.9	4.6
SMALL GROCERY		18	1	7	4	2	4	4	9	2	3	2	16
		.7	.3	.9	.9	.4	1.1	.6	1.1	.4	.6	.5	.8
ALL OTHERS		3	1	2				1	2				3
		.1	.3	.2				.2	.2				.1
NOT ONE STORE													
DON'T BUY MEATS		135	13	43	22	27	30	47	47	23	17	13	122
		5.6	3.7	5.4	4.9	6.0	8.0	7.6	5.7	4.9	3.6	3.0	6.1
DON'T KNOW		1		1				1					1
		.0		.1				.2					.0
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH PRODUCE

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
SUPERMARKET	NO.	2034	244	268	380	540	338	248	535	375	300	149	414
	%	83.7	88.1	84.5	84.3	83.1	81.8	82.7	82.9	82.2	83.3	82.3	87.3
FRUIT AND VEGETABLE STORE		122	13	13	19	37	26	16	32	25	22	9	17
		5.0	4.7	4.1	4.2	5.7	6.3	5.3	5.0	5.5	6.1	5.0	3.6
DIRECT FROM FARM/ FRUIT STAND		211	13	31	38	58	41	32	62	45	28	18	26
		8.7	4.7	9.8	8.4	8.9	9.9	10.7	9.6	9.9	7.8	9.9	5.5
SMALL GROCERY		9		1	1	3	1		1	2	2	3	1
		.4		.3	.2	.5	.2		.2	.4	.6	1.7	.2
ALL OTHERS		5		1	2	1	1		3		2		
		.2		.3	.4	.2	.2		.5		.6		
NOT ONE STORE		1			1					1			
		.0			.2					.2			
DON'T BUY FRESH PRODUCE		48	7	3	10	11	6	4	12	8	6	2	16
		2.0	2.5	.9	2.2	1.7	1.5	1.3	1.9	1.8	1.7	1.1	3.4
DON'T KNOW													
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH PRODUCE

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
SUPERMARKET	NO.	2034	302	665	369	376	318	506	691	394	398	368	1666
	%	83.7	86.8	82.9	81.6	84.1	84.6	81.7	83.7	83.7	85.4	86.2	83.2
FRUIT AND VEGETABLE STORE		122	17	41	26	16	21	29	40	28	24	16	106
		5.0	4.9	5.1	5.8	3.6	5.6	4.7	4.8	5.9	5.2	3.7	5.3
DIRECT FROM FARM/ FRUIT STAND		211	22	69	47	41	32	59	77	37	37	29	182
		8.7	6.3	8.6	10.4	9.2	8.5	9.5	9.3	7.9	7.9	6.8	9.1
SMALL GROCERY		9	1	5	2		1	2	2	2	3	2	7
		.4	.3	.6	.4		.3	.3	.2	.4	.6	.5	.3
ALL OTHERS		5	1	3		1		1	3		1	1	4
		.2	.3	.4		.2		.2	.4		.2	.2	.2
NOT ONE STORE		1		1						1			1
		.0		.1						.2			.0
DON'T BUY FRESH PRODUCE		48	5	18	8	13	4	22	13	9	3	11	37
		2.0	1.4	2.2	1.8	2.9	1.1	3.6	1.6	1.9	.6	2.6	1.8
DON'T KNOW													
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST HEALTH AND BEAUTY ITEMS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
SUPERMARKET	NO.	871	100	115	158	230	157	115	233	167	128	67	155
	%	35.8	36.1	36.3	35.0	35.4	38.0	38.3	36.1	36.6	35.6	37.0	32.7
INDEPENDENT DRUGSTORE		183	30	20	30	35	39	19	24	32	27	15	64
		7.5	10.8	6.3	6.7	5.4	9.4	6.3	3.7	7.0	7.5	8.3	13.5
CHAIN/DISCOUNT DRUG STORE		772	91	105	146	197	131	105	188	130	114	67	166
		31.8	32.9	33.1	32.4	30.3	31.7	35.0	29.1	28.5	31.7	37.0	35.0
DISCOUNT DEPARTMENT STORE		504	39	68	96	160	75	52	173	110	81	26	59
		20.7	14.1	21.5	21.3	24.6	18.2	17.3	26.8	24.1	22.5	14.4	12.4
OTHER TYPE STORE		84	13	8	17	25	10	9	26	13	8	6	21
		3.5	4.7	2.5	3.8	3.8	2.4	3.0	4.0	2.9	2.2	3.3	4.4
DON'T KNOW/NO USUAL STORE		16	4	1	4	3	1		1	4	2		9
		.7	1.4	.3	.9	.5	.2		.2	.9	.6		1.9
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST HEALTH AND BEAUTY ITEMS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
SUPERMARKET	NO.	871	138	261	168	167	135	200	270	177	203	194	677
	%	35.8	39.7	32.5	37.2	37.4	35.9	32.3	32.7	37.6	43.6	45.4	33.8
INDEPENDENT DRUGSTORE		183	38	79	21	19	25	59	53	28	37	34	149
		7.5	10.9	9.9	4.6	4.3	6.6	9.5	6.4	5.9	7.9	8.0	7.4
CHAIN/DISCOUNT DRUG STORE		772	109	288	140	124	110	217	284	136	129	127	645
		31.8	31.3	35.9	31.0	27.7	29.3	35.1	34.4	28.9	27.7	29.7	32.2
DISCOUNT DEPARTMENT STORE		504	48	139	103	117	96	115	187	111	81	58	446
		20.7	13.8	17.3	22.8	26.2	25.5	18.6	22.6	23.6	17.4	13.6	22.3
OTHER TYPE STORE		84	13	27	16	18	10	23	30	14	15	12	72
		3.5	3.7	3.4	3.5	4.0	2.7	3.7	3.6	3.0	3.2	2.8	3.6
DON'T KNOW/NO USUAL STORE		16	2	8	4	2		5	2	5	1	2	14
		.7	.6	1.0	.9	.4		.8	.2	1.1	.2	.5	.7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT EVER BUYS HEALTH AND BEAUTY ITEMS IN SUPERMARKETS (BASED ON THOSE WHO BUY MOST AT SOME OTHER STORE) BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	939	84	116	183	267	178	121	273	198	133	63	149
	%	60.2	47.5	57.4	62.5	63.6	69.5	65.4	66.3	68.5	57.3	55.3	46.7
NO		620	93	86	110	153	78	64	139	91	99	51	170
		39.8	52.5	42.6	37.5	36.4	30.5	34.6	33.7	31.5	42.7	44.7	53.3
TOTAL		1559	177	202	293	420	256	185	412	289	232	114	319
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1559	177	202	293	420	256	185	412	289	232	114	319

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT EVER BUYS HEALTH AND BEAUTY ITEMS IN SUPERMARKETS
(BASED ON THOSE WHO BUY MOST AT SOME OTHER STORE)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	939	115	291	169	193	168	214	333	193	180	127	812
	%	60.2	54.8	53.8	59.5	68.9	69.7	51.1	59.9	65.6	68.4	54.5	61.2
NO		620	95	250	115	87	73	205	223	101	83	106	514
		39.8	45.2	46.2	40.5	31.1	30.3	48.9	40.1	34.4	31.6	45.5	38.8
TOTAL		1559	210	541	284	280	241	419	556	294	263	233	1326
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1559	210	541	284	280	241	419	556	294	263	233	1326

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT SHOPS AT DRIVE-IN CONVENIENCE STORES
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
TWICE A WEEK OR MORE	NO.	243	16	31	59	75	39	52	84	58	19	10	18
	%	10.0	5.8	9.8	13.1	11.5	9.4	17.3	13.0	12.7	5.3	5.5	3.8
ONCE A WEEK		233	20	37	45	68	44	51	75	42	25	9	30
		9.6	7.2	11.7	10.0	10.5	10.7	17.0	11.6	9.2	6.9	5.0	6.3
ONCE EVERY TWO WEEKS		178	10	16	38	57	41	21	68	35	29	9	16
		7.3	3.6	5.0	8.4	8.8	9.9	7.0	10.5	7.7	8.1	5.0	3.4
ONCE A MONTH		402	35	45	78	121	80	58	136	77	50	27	54
		16.5	12.6	14.2	17.3	18.6	19.4	19.3	21.1	16.9	13.9	14.9	11.4
NEVER		1370	194	187	231	328	209	118	280	243	237	125	356
		56.4	70.0	59.0	51.2	50.5	50.6	39.3	43.4	53.3	65.8	69.1	75.1
DON'T KNOW		4	2	1		1			2	1		1	
		.2	.7	.3		.2			.3	.2		.6	
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT SHOPS AT DRIVE-IN CONVENIENCE STORES

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
	TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
TWICE A WEEK OR MORE NO.	243	27	68	40	56	51	48	84	56	54	75	168
%	10.0	7.8	8.5	8.8	12.5	13.6	7.8	10.2	11.9	11.6	17.6	8.4
ONCE A WEEK	233	27	76	52	49	28	49	92	51	38	66	167
	9.6	7.8	9.5	11.5	11.0	7.4	7.9	11.1	10.8	8.2	15.5	8.3
ONCE EVERY TWO WEEKS	178	20	43	35	47	33	41	56	45	34	36	142
	7.3	5.7	5.4	7.7	10.5	8.8	6.6	6.8	9.6	7.3	8.4	7.1
ONCE A MONTH	402	39	131	92	71	69	93	144	71	88	78	324
	16.5	11.2	16.3	20.4	15.9	18.4	15.0	17.4	15.1	18.9	18.3	16.2
NEVER	1370	234	483	232	223	195	386	449	248	251	172	1198
	56.4	67.2	60.2	51.3	49.9	51.9	62.4	54.4	52.7	53.9	40.3	59.8
DON'T KNOW	4	1	1	1	1		2	1		1		4
	.2	.3	.1	.2	.2		.3	.1		.2		.2
TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

MAIN COMPLAINT RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	NO.	351	26	41	61	115	73	34	106	57	61	33	57
	%	14.4	9.4	12.9	13.5	17.7	17.7	11.3	16.4	12.5	16.9	18.2	12.0
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)		52	4	7	10	17	9	8	16	10	4	3	11
		2.1	1.4	2.2	2.2	2.6	2.2	2.7	2.5	2.2	1.1	1.7	2.3
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED		115	5	20	25	30	22	20	29	21	19	6	20
		4.7	1.8	6.3	5.5	4.6	5.3	6.7	4.5	4.6	5.3	3.3	4.2
PRICES TOO HIGH		318	28	53	65	72	50	56	99	50	47	20	43
		13.1	10.1	16.7	14.4	11.1	12.1	18.7	15.3	11.0	13.1	11.0	9.1
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		100	18	7	18	34	14	17	31	18	14	5	14
		4.1	6.5	2.2	4.0	5.2	3.4	5.7	4.8	3.9	3.9	2.8	3.0
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		91	7	11	15	25	21	19	27	18	10	8	9
		3.7	2.5	3.5	3.3	3.8	5.1	6.3	4.2	3.9	2.8	4.4	1.9
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG		18	1	2	2	6	6	1	9	2	1	3	2
		.7	.4	.6	.4	.9	1.5	.3	1.4	.4	.3	1.7	.4
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK		42	3	7	7	15	6	5	9	9	8	4	7
		1.7	1.1	2.2	1.6	2.3	1.5	1.7	1.4	2.0	2.2	2.2	1.5
BETTER SELECTION/ VARIETY OF GROCERY ITEMS		126	5	13	25	41	30	14	55	26	18	7	6
		5.2	1.8	4.1	5.5	6.3	7.3	4.7	8.5	5.7	5.0	3.9	1.3
HELP NEEDED TO CARRY GROCERIES TO CAR		28	3	1	5	11	6	2	5	13	4	2	2
		1.2	1.1	.3	1.1	1.7	1.5	.7	.8	2.9	1.1	1.1	.4
ALL OTHERS		376	37	46	78	109	66	42	105	84	62	32	50
		15.5	13.4	14.5	17.3	16.8	16.0	14.0	16.3	18.4	17.2	17.7	10.5
NOTHING/DON'T KNOW		813	140	109	140	175	110	82	154	148	112	58	253
		33.5	50.5	34.4	31.0	26.9	26.6	27.3	23.9	32.5	31.1	32.0	53.4
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

MAIN COMPLAINT RESPONDENT HAS ABOUT SUPERMARKETS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	NO. %	351 14.4	57 16.4	118 14.7	62 13.7	63 14.1	50 13.3	87 14.1	123 14.9	59 12.5	77 16.5	74 17.3	277 13.8
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)		52 2.1	10 2.9	13 1.6	7 1.5	11 2.5	11 2.9	10 1.6	21 2.5	12 2.5	9 1.9	11 2.6	41 2.0
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED		115 4.7	12 3.4	39 4.9	17 3.8	27 6.0	20 5.3	31 5.0	36 4.4	12 2.5	36 7.7	11 2.6	104 5.2
PRICES TOO HIGH		318 13.1	24 6.9	114 14.2	83 18.4	48 10.7	49 13.0	71 11.5	117 14.2	66 14.0	58 12.4	59 13.8	259 12.9
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		100 4.1	13 3.7	27 3.4	22 4.9	21 4.7	16 4.3	22 3.6	34 4.1	23 4.9	21 4.5	14 3.3	86 4.3
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		91 3.7	11 3.2	32 4.0	13 2.9	19 4.3	16 4.3	28 4.5	32 3.9	14 3.0	15 3.2	15 3.5	76 3.8
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG		18 .7	3 .9	4 .5	4 .9	4 .9	3 .8	4 .6	6 .7	7 1.5	1 .2	2 .5	16 .8
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK		42 1.7	4 1.1	11 1.4	11 2.4	10 2.2	6 1.6	8 1.3	16 1.9	7 1.5	10 2.1	4 .9	38 1.9
BETTER SELECTION/ VARIETY OF GROCERY ITEMS		126 5.2	14 4.0	41 5.1	18 4.0	27 6.0	26 6.9	35 5.7	46 5.6	18 3.8	25 5.4	12 2.8	114 5.7
HELP NEEDED TO CARRY GROCERIES TO CAR		28 1.2	1 .3	8 1.0	4 .9	9 2.0	6 1.6	6 1.0	7 .8	9 1.9	6 1.3	2 .5	26 1.3
ALL OTHERS		376 15.5	43 12.4	117 14.6	80 17.7	78 17.4	58 15.4	85 13.7	117 14.2	95 20.2	73 15.7	74 17.3	302 15.1
NOTHING/DON'T KNOW		813 33.5	156 44.8	278 34.7	131 29.0	130 29.1	115 30.6	232 37.5	271 32.8	149 31.6	135 29.0	149 34.9	664 33.2
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPLAINTS RESPONDENT HAS ABOUT SUPERMARKETS

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	NO. %	403 16.6	31 11.2	40 12.6	75 16.6	131 20.2	87 21.1	44 14.7	121 18.8	66 14.5	71 19.7	35 19.3	63 13.3
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)		78 3.2	7 2.5	12 3.8	14 3.1	23 3.5	15 3.6	11 3.7	21 3.3	17 3.7	6 1.7	4 2.2	19 4.0
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED		140 5.8	6 2.2	22 6.9	27 6.0	42 6.5	27 6.5	22 7.3	40 6.2	25 5.5	20 5.6	9 5.0	24 5.1
PRICES TOO HIGH		433 17.8	36 13.0	70 22.1	85 18.8	103 15.8	81 19.6	73 24.3	135 20.9	78 17.1	68 18.9	24 13.3	51 10.8
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		149 6.1	21 7.6	16 5.0	21 4.7	52 8.0	24 5.8	22 7.3	50 7.8	28 6.1	21 5.8	10 5.5	16 3.4
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES		143 5.9	13 4.7	14 4.4	23 5.1	46 7.1	30 7.3	29 9.7	49 7.6	26 5.7	14 3.9	11 6.1	14 3.0
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG		30 1.2	2 .7	5 1.6	4 .9	8 1.2	9 2.2	1 .3	11 1.7	3 .7	1 .3	5 2.8	9 1.9
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK		65 2.7	3 1.1	8 2.5	14 3.1	21 3.2	11 2.7	9 3.0	17 2.6	16 3.5	11 3.1	5 2.8	7 1.5
BETTER SELECTION/ VARIETY OF GROCERY ITEMS		167 6.9	5 1.8	17 5.4	31 6.9	53 8.2	45 10.9	18 6.0	70 10.9	35 7.7	25 6.9	9 5.0	10 2.1
HELP NEEDED TO CARRY GROCERIES TO CAR		37 1.5	4 1.4	1 .3	9 2.0	12 1.8	8 1.9	2 .7	8 1.2	17 3.7	5 1.4	2 1.1	3 .6
ALL OTHERS		465 19.1	45 16.2	51 16.1	91 20.2	138 21.2	89 21.5	52 17.3	131 20.3	105 23.0	79 21.9	37 20.4	60 12.7
NOTHING/DON'T KNOW		813 33.5	140 50.5	109 34.4	140 31.0	175 26.9	110 26.6	82 27.3	154 23.9	148 32.5	112 31.1	58 32.0	253 53.4
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

COMPLAINTS RESPONDENT HAS ABOUT SUPERMARKETS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LCNG LINES NO. %	403 16.6	61 17.5	132 16.5	74 16.4	73 16.3	62 16.5	102 16.5	139 16.8	69 14.6	87 18.7	83 19.4	320 16.0
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)	78 3.2	14 4.0	24 3.0	8 1.8	15 3.4	17 4.5	16 2.6	29 3.5	16 3.4	17 3.6	20 4.7	58 2.9
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	140 5.8	16 4.6	45 5.6	20 4.4	35 7.8	24 6.4	35 5.7	46 5.6	16 3.4	42 9.0	14 3.3	126 6.3
PRICES TOO HIGH	433 17.8	36 10.3	148 18.5	103 22.8	71 15.9	74 19.7	101 16.3	158 19.1	84 17.8	82 17.6	82 19.2	351 17.5
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	149 6.1	15 4.3	44 5.5	32 7.1	29 6.5	28 7.4	33 5.3	47 5.7	33 7.0	34 7.3	21 4.9	128 6.4
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	143 5.9	15 4.3	53 6.6	22 4.9	32 7.2	21 5.6	36 5.8	54 6.5	25 5.3	26 5.6	24 5.6	119 5.9
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG	30 1.2	4 1.1	13 1.6	5 1.1	4 .9	4 1.1	7 1.1	12 1.5	8 1.7	2 .4	4 .9	26 1.3
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	65 2.7	5 1.4	19 2.4	14 3.1	16 3.6	11 2.9	11 1.8	26 3.1	11 2.3	16 3.4	7 1.6	58 2.9
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	167 6.9	18 5.2	53 6.6	26 5.8	39 8.7	31 8.2	41 6.6	53 6.4	28 5.9	43 9.2	19 4.4	148 7.4
HELP NEEDED TO CARRY GROCERIES TO CAR	37 1.5	1 .3	10 1.2	4 .9	12 2.7	10 2.7	7 1.1	9 1.1	11 2.3	10 2.1	3 .7	34 1.7
ALL OTHERS	465 19.1	56 16.1	144 18.0	99 21.9	96 21.5	70 18.6	105 17.0	152 18.4	110 23.4	90 19.3	88 20.6	377 18.8
NOTHING/DON'T KNOW	813 33.5	156 44.8	278 34.7	131 29.0	130 29.1	115 30.6	232 37.5	271 32.8	149 31.6	135 29.0	149 34.9	664 33.2
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT READ ANY FOOD STORE ADVERTISING IN NEWSPAPERS IN THE PAST TWO WEEKS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	1672	184	210	316	475	267	163	417	329	256	148	350
	%	68.8	66.4	66.2	70.1	73.1	64.6	54.3	64.7	72.1	71.1	81.8	73.8
NO		758	93	107	135	175	146	137	228	127	104	33	124
		31.2	33.6	33.8	29.9	26.9	35.4	45.7	35.3	27.9	28.9	18.2	26.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT READ ANY FOOD STORE ADVERTISING IN NEWSPAPERS IN THE PAST TWO WEEKS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	1672	207	539	319	329	276	382	600	337	321	226	1446
	%	68.8	59.5	67.2	70.6	73.6	73.4	61.7	72.6	71.5	68.9	52.9	72.2
NO		758	141	263	133	118	100	237	226	134	145	201	557
		31.2	40.5	32.8	29.4	26.4	26.6	38.3	27.4	28.5	31.1	47.1	27.8
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT READ
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE	NO.	392	41	44	84	105	74	51	123	84	48	25	58
	%	23.4	22.3	21.0	26.6	22.1	27.7	31.3	29.5	25.5	18.8	16.9	16.6
TWO		480	46	57	93	141	74	59	119	109	59	41	90
		28.7	25.0	27.1	29.4	29.7	27.7	36.2	28.5	33.1	23.0	27.7	25.7
THREE		408	54	57	75	112	60	33	101	72	77	36	88
		24.4	29.3	27.1	23.7	23.6	22.5	20.2	24.2	21.9	30.1	24.3	25.1
FOUR		211	27	22	39	66	33	14	41	33	36	27	60
		12.6	14.7	10.5	12.3	13.9	12.4	8.6	9.8	10.0	14.1	18.2	17.1
FIVE		69	5	14	13	20	8	1	8	11	16	4	29
		4.1	2.7	6.7	4.1	4.2	3.0	.6	1.9	3.3	6.3	2.7	8.3
SIX		34	2	6	6	10	3	1	5	6	9	4	9
		2.0	1.1	2.9	1.9	2.1	1.1	.6	1.2	1.8	3.5	2.7	2.6
SEVEN		7	1	2		3	1		3	2		2	
		.4	.5	1.0		.6	.4		.7	.6		1.4	
EIGHT		1				1						1	
		.1				.2						.7	
DON'T REMEMBER		70	8	8	6	17	14	4	17	12	11	8	16
		4.2	4.3	3.8	1.9	3.6	5.2	2.5	4.1	3.6	4.3	5.4	4.6
TOTAL		1672	184	210	316	475	267	163	417	329	256	148	350
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	184	210	316	475	267	163	417	329	256	148	350
WEIGHTED AVG.		2.51	2.54	2.66	2.43	2.57	2.37	2.11	2.30	2.38	2.76	2.78	2.82

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT READ
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ONE	NO.	392	43	123	75	89	61	91	131	85	80	47	345
	%	23.4	20.8	22.8	23.5	27.1	22.1	23.8	21.8	25.2	24.9	20.8	23.9
TWO		480	52	133	116	90	88	98	181	98	92	64	416
		28.7	25.1	24.7	36.4	27.4	31.9	25.7	30.2	29.1	28.7	28.3	28.8
THREE		408	59	130	74	69	76	93	146	83	78	50	358
		24.4	28.5	24.1	23.2	21.0	27.5	24.3	24.3	24.6	24.3	22.1	24.8
FOUR		211	26	79	35	51	20	57	65	46	39	30	181
		12.6	12.6	14.7	11.0	15.5	7.2	14.9	10.8	13.6	12.1	13.3	12.5
FIVE		69	8	31	7	9	14	20	29	10	10	13	56
		4.1	3.9	5.8	2.2	2.7	5.1	5.2	4.8	3.0	3.1	5.8	3.9
SIX		34	1	15	3	7	8	6	16	5	7	3	31
		2.0	.5	2.8	.9	2.1	2.9	1.6	2.7	1.5	2.2	1.3	2.1
SEVEN		7		2		1	4		2	2	3	1	6
		.4		.4		.3	1.4		.3	.6	.9	.4	.4
EIGHT		1				1				1			1
		.1				.3				.3			.1
DON'T REMEMBER		70	18	26	9	12	5	17	30	7	12	18	52
		4.2	8.7	4.8	2.8	3.6	1.8	4.5	5.0	2.1	3.7	8.0	3.6
TOTAL		1672	207	539	319	329	276	382	600	337	321	226	1446
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	207	539	319	329	276	382	600	337	321	226	1446
WEIGHTED AVG.		2.51	2.51	2.64	2.33	2.47	2.55	2.55	2.54	2.47	2.48	2.57	2.50

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOODSTORE NEWSPAPER ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	905	98	125	173	249	133	94	211	162	137	95	199
	%	54.1	53.3	59.5	54.7	52.4	49.8	57.7	50.6	49.2	53.5	64.2	56.9
NO		763	85	85	141	225	134	67	206	165	119	53	151
		45.6	46.2	40.5	44.6	47.4	50.2	41.1	49.4	50.2	46.5	35.8	43.1
DON'T KNOW		4	1		2	1		2		2			
		.2	.5		.6	.2		1.2		.6			
TOTAL		1672	184	210	316	475	267	163	417	329	256	148	350
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	184	210	316	475	267	163	417	329	256	148	350

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOODSTORE NEWSPAPER ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	905	93	302	184	171	154	223	331	175	159	125	780
	%	54.1	44.9	56.0	57.7	52.0	55.8	58.4	55.2	51.9	49.5	55.3	53.9
NO		763	114	235	135	156	122	159	267	161	161	100	663
		45.6	55.1	43.6	42.3	47.4	44.2	41.6	44.5	47.8	50.2	44.2	45.9
DON'T KNOW		4		2		2			2	1	1	1	3
		.2		.4		.6			.3	.3	.3	.4	.2
TOTAL		1672	207	539	319	329	276	382	600	337	321	226	1446
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1672	207	539	319	329	276	382	600	337	321	226	1446

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT SAW ANY FOOD STORE ADVERTISING ON T.V. IN THE PAST TWO WEEKS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	1156	145	164	222	306	177	167	297	187	168	90	241
	%	47.6	52.3	51.7	49.2	47.1	42.9	55.7	46.0	41.0	46.7	49.7	50.8
NO		1274	132	153	229	344	236	133	348	269	192	91	233
		52.4	47.7	48.3	50.8	52.9	57.1	44.3	54.0	59.0	53.3	50.3	49.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT SAW ANY FOOD STORE ADVERTISING ON T.V. IN THE PAST TWO WEEKS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	1156	149	389	211	234	172	269	419	227	216	180	976
	%	47.6	42.8	48.5	46.7	52.3	45.7	43.5	50.7	48.2	46.4	42.2	48.7
NO		1274	199	413	241	213	204	350	407	244	250	247	1027
		52.4	57.2	51.5	53.3	47.7	54.3	56.5	49.3	51.8	53.6	57.8	51.3
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT SAW ON T.V.
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE	NO.	520	60	67	97	151	81	75	139	86	76	41	103
	%	45.0	41.4	40.9	43.7	49.3	45.8	44.9	46.8	46.0	45.2	45.6	42.7
TWO		326	40	59	64	84	40	43	90	50	45	24	70
		28.2	27.6	36.0	28.8	27.5	22.6	25.7	30.3	26.7	26.8	26.7	29.0
THREE		131	19	17	29	29	21	28	25	22	17	12	27
		11.3	13.1	10.4	13.1	9.5	11.9	16.8	8.4	11.8	10.1	13.3	11.2
FOUR		46	5	8	11	11	7	7	15	5	5	4	9
		4.0	3.4	4.9	5.0	3.6	4.0	4.2	5.1	2.7	3.0	4.4	3.7
FIVE		5		2	2		1	1	1	2			1
		.4		1.2	.9		.6	.6	.3	1.1			.4
SIX		6	1		2	1	2	3			2		1
		.5	.7		.9	.3	1.1	1.8			1.2		.4
SEVEN													
EIGHT													
DON'T REMEMBER		122	20	11	17	30	25	10	27	22	23	9	30
		10.6	13.8	6.7	7.7	9.8	14.1	6.0	9.1	11.8	13.7	10.0	12.4
TOTAL		1156	145	164	222	306	177	167	297	187	168	90	241
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	145	164	222	306	177	167	297	187	168	90	241
WEIGHTED AVG.		1.75	1.78	1.82	1.84	1.65	1.77	1.89	1.70	1.71	1.72	1.74	1.76

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT SAW ON T.V.
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ONE	NO.	520	58	176	100	110	76	114	209	99	93	82	438
	%	45.0	38.9	45.2	47.4	47.0	44.2	42.4	49.9	43.6	43.1	45.6	44.9
TWO		326	43	110	66	61	45	81	111	69	60	46	280
		28.2	28.9	28.3	31.3	26.1	26.2	30.1	26.5	30.4	27.8	25.6	28.7
THREE		131	15	43	20	33	20	29	51	23	25	12	119
		11.3	10.1	11.1	9.5	14.1	11.6	10.8	12.2	10.1	11.6	6.7	12.2
FOUR		46	8	16	6	8	8	10	13	10	12	9	37
		4.0	5.4	4.1	2.8	3.4	4.7	3.7	3.1	4.4	5.6	5.0	3.8
FIVE		5		1		2	2		2	1	1	2	3
		.4		.3		.9	1.2		.5	.4	.5	1.1	.3
SIX		6		2	2		2		3	1	2	3	3
		.5		.5	.9		1.2		.7	.4	.9	1.7	.3
SEVEN													
EIGHT													
DON'T REMEMBER		122	25	41	17	20	19	35	30	24	23	26	96
		10.6	16.8	10.5	8.1	8.5	11.0	13.0	7.2	10.6	10.6	14.4	9.8
TOTAL		1156	149	389	211	234	172	269	419	227	216	180	976
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	149	389	211	234	172	269	419	227	216	180	976
WEIGHTED AVG.		1.75	1.78	1.74	1.69	1.74	1.83	1.72	1.71	1.76	1.83	1.78	1.75

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOOD STORE T.V. ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	212	46	34	36	42	23	32	44	31	27	21	55
	%	18.3	31.7	20.7	16.2	13.7	13.0	19.2	14.8	16.6	16.1	23.3	22.8
NO		938	98	129	185	263	153	133	252	155	141	69	184
		81.1	67.6	78.7	83.3	85.9	86.4	79.6	84.8	82.9	83.9	76.7	76.3
DON'T KNOW		6	1	1	1	1	1	2	1	1			2
		.5	.7	.6	.5	.3	.6	1.2	.3	.5			.8
TOTAL		1156	145	164	222	306	177	167	297	187	168	90	241
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	145	164	222	306	177	167	297	187	168	90	241

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOOD STORE T.V. ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	212	29	71	31	42	39	58	68	43	38	31	181
	%	18.3	19.5	18.3	14.7	17.9	22.7	21.6	16.2	18.9	17.6	17.2	18.5
NO		938	120	314	179	191	133	211	347	183	177	146	792
		81.1	80.5	80.7	84.8	81.6	77.3	78.4	82.8	80.6	81.9	81.1	81.1
DON'T KNOW		6		4	1	1			4	1	1	3	3
		.5		1.0	.5	.4			1.0	.4	.5	1.7	.3
TOTAL		1156	149	389	211	234	172	269	419	227	216	180	976
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1156	149	389	211	234	172	269	419	227	216	180	976

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
REGULARLY (WEEKLY OR MORE OFTEN)	NO.	738	77	106	152	204	109	64	173	121	121	74	182
	%	30.4	27.8	33.4	33.7	31.4	26.4	21.3	26.8	26.5	33.6	40.9	38.4
SOMETIMES (LESS THAN ONCE A WEEK)		1068	114	133	201	304	186	164	312	214	158	64	150
		44.0	41.2	42.0	44.6	46.8	45.0	54.7	48.4	46.9	43.9	35.4	31.6
NEVER		624	86	78	98	142	118	72	160	121	81	43	142
		25.7	31.0	24.6	21.7	21.8	28.6	24.0	24.8	26.5	22.5	23.8	30.0
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
REGULARLY (WEEKLY OR MORE OFTEN)	NO.	738	73	246	143	133	143	174	262	144	145	122	616
	%	30.4	21.0	30.7	31.6	29.8	38.0	28.1	31.7	30.6	31.1	28.6	30.8
SOMETIMES (LESS THAN ONCE A WEEK)		1068	136	332	213	222	161	264	358	215	212	157	911
		44.0	39.1	41.4	47.1	49.7	42.8	42.6	43.3	45.6	45.5	36.8	45.5
NEVER		624	139	224	96	92	72	181	206	112	109	148	476
		25.7	39.9	27.9	21.2	20.6	19.1	29.2	24.9	23.8	23.4	34.7	23.8
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
(BASED ON THOSE WHO COMPARE PRICES)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
BY CHECKING NEWSPAPER ADS	NO.	1416	157	195	276	400	217	142	349	270	232	128	289
	%	78.4	82.2	81.6	78.2	78.7	73.6	62.3	72.0	80.6	83.2	92.8	87.0
BY CHECKING PRICES IN HANDBILLS OR CIRCULARS		1043	113	143	226	290	145	119	268	203	180	79	191
		57.8	59.2	59.8	64.0	57.1	49.2	52.2	55.3	60.6	64.5	57.2	57.5
BY STORE VISITS AND CHECKING SHELF PRICES		1194	113	155	233	353	196	173	355	217	170	86	186
		66.1	59.2	64.9	66.0	69.5	66.4	75.9	73.2	64.8	60.9	62.3	56.0
BY TALKING TO NEIGHBORS OR FRIENDS		787	94	101	171	224	99	104	225	145	121	57	132
		43.6	49.2	42.3	48.4	44.1	33.6	45.6	46.4	43.3	43.4	41.3	39.8
BASE		1806	191	239	353	508	295	228	485	335	279	138	332

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

HOW RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
(BASED ON THOSE WHO COMPARE PRICES)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
BY CHECKING NEWSPAPER ADS	NO.	1416	152	459	276	282	244	333	490	295	275	205	1211
	%	78.4	72.7	79.4	77.5	79.4	80.3	76.0	79.0	82.2	77.0	73.5	79.3
BY CHECKING PRICES IN HANDBILLS OR CIRCULARS		1043	110	320	209	213	189	240	366	216	200	144	899
		57.8	52.6	55.4	58.7	60.0	62.2	54.8	59.0	60.2	56.0	51.6	58.9
BY STORE VISITS AND CHECKING SHELF PRICES		1194	132	378	229	249	204	279	416	236	243	195	999
		66.1	63.2	65.4	64.3	70.1	67.1	63.7	67.1	65.7	68.1	69.9	65.4
BY TALKING TO NEIGHBORS OR FRIENDS		787	90	239	152	159	146	189	266	161	156	88	699
		43.6	43.1	41.3	42.7	44.8	48.0	43.2	42.9	44.8	43.7	31.5	45.8
BASE		1806	209	578	356	355	304	438	620	359	357	279	1527

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT HAS REDEEMED ANY MANUFACTURERS' COUPONS IN THE PAST 4 WEEKS

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	1239	114	138	242	367	222	137	322	234	195	99	248
	%	51.0	41.2	43.5	53.7	56.5	53.8	45.7	49.9	51.3	54.2	54.7	52.3
NO		1191	163	179	209	283	191	163	323	222	165	82	226
		49.0	58.8	56.5	46.3	43.5	46.2	54.3	50.1	48.7	45.8	45.3	47.7
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS REDEEMED ANY MANUFACTURERS' COUPONS IN THE PAST 4 WEEKS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	1239	125	408	240	261	202	262	461	240	254	153	1086
	%	51.0	35.9	50.9	53.1	58.4	53.7	42.3	55.8	51.0	54.5	35.8	54.2
NO		1191	223	394	212	186	174	357	365	231	212	274	917
		49.0	64.1	49.1	46.9	41.6	46.3	57.7	44.2	49.0	45.5	64.2	45.8
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRIVATE LABEL BRANDS TO NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
BETTER THAN NATIONALLY ADVERTISED BRANDS	NO.	62	16	11	6	10	5	7	13	9	8	5	19
	%	2.6	5.8	3.5	1.3	1.5	1.2	2.3	2.0	2.0	2.2	2.8	4.0
EQUAL TO NATIONALLY ADVERTISED BRANDS		1462	155	193	300	410	221	203	393	272	218	98	270
		60.2	56.0	60.9	66.5	63.1	53.5	67.7	60.9	59.6	60.6	54.1	57.0
NOT AS GOOD AS NATIONALLY ADVERTISED BRANDS		727	75	84	126	204	156	86	202	151	108	64	112
		29.9	27.1	26.5	27.9	31.4	37.8	28.7	31.3	33.1	30.0	35.4	23.6
DON'T KNOW		179	31	29	19	26	31	4	37	24	26	14	73
		7.4	11.2	9.1	4.2	4.0	7.5	1.3	5.7	5.3	7.2	7.7	15.4
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRIVATE LABEL BRANDS TO NATIONALLY ADVERTISED BRANDS BY TOTAL SAMPLE, FAMILY SIZE, AMCUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
BETTER THAN NATIONALLY ADVERTISED BRANDS	NO.	62	15	22	9	6	10	21	17	11	11	15	47
	%	2.6	4.3	2.7	2.0	1.3	2.7	3.4	2.1	2.3	2.4	3.5	2.3
EQUAL TO NATIONALLY ADVERTISED BRANDS		1462	198	478	281	276	225	390	509	280	258	243	1219
		60.2	56.9	59.6	62.2	61.7	59.8	63.0	61.6	59.4	55.4	56.9	60.9
NOT AS GOOD AS NATIONALLY ADVERTISED BRANDS		727	92	229	138	146	121	146	250	154	165	137	590
		29.9	26.4	28.6	30.5	32.7	32.2	23.6	30.3	32.7	35.4	32.1	29.5
DON'T KNOW		179	43	73	24	19	20	62	50	26	32	32	147
		7.4	12.4	9.1	5.3	4.3	5.3	10.0	6.1	5.5	6.9	7.5	7.3
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASON WHY PRIVATE LABEL BRANDS ARE PRICED LOWER THAN NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ADVERTISING COSTS ARE ELIMINATED	NO.	1480	147	192	297	435	245	211	443	277	203	105	234
	%	60.9	53.1	60.6	65.9	66.9	59.3	70.3	68.7	60.7	56.4	58.0	49.4
QUALITY IS NOT AS GOOD/AS CONSISTENT		755	88	99	130	190	152	83	178	155	128	61	144
		31.1	31.8	31.2	28.8	29.2	36.8	27.7	27.6	34.0	35.6	33.7	30.4
DON'T KNOW		195	42	26	24	25	16	6	24	24	29	15	96
		8.0	15.2	8.2	5.3	3.8	3.9	2.0	3.7	5.3	8.1	8.3	20.3
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASON WHY PRIVATE LABEL BRANDS ARE PRICED LOWER THAN NATIONALLY ADVERTISED BRANDS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ADVERTISING COSTS ARE ELIMINATED	NO.	1480	194	463	301	279	240	390	504	281	284	258	1222
	%	60.9	55.7	57.7	66.6	62.4	63.8	63.0	61.0	59.7	60.9	60.4	61.0
QUALITY IS NOT AS GOOD/AS CONSISTENT		755	102	254	128	151	119	157	257	160	166	127	628
		31.1	29.3	31.7	28.3	33.8	31.6	25.4	31.1	34.0	35.6	29.7	31.4
DON'T KNOW		195	52	85	23	17	17	72	65	30	16	42	153
		8.0	14.9	10.6	5.1	3.8	4.5	11.6	7.9	6.4	3.4	9.8	7.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS EVER PURCHASED ANY GENERIC PRODUCTS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	918	81	117	166	294	162	122	278	175	139	72	127
	%	37.8	29.2	36.9	36.8	45.2	39.2	40.7	43.1	38.4	38.6	39.8	26.8
NO		1512	196	200	285	356	251	178	367	281	221	109	347
		62.2	70.8	63.1	63.2	54.8	60.8	59.3	56.9	61.6	61.4	60.2	73.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS EVER PURCHASED ANY GENERIC PRODUCTS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	918	90	282	176	189	178	212	301	184	204	151	767
	%	37.8	25.9	35.2	38.9	42.3	47.3	34.2	36.4	39.1	43.8	35.4	38.3
NO		1512	258	520	276	258	198	407	525	287	262	276	1236
		62.2	74.1	64.8	61.1	57.7	52.7	65.8	63.6	60.9	56.2	64.6	61.7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

GENERIC PRODUCTS RESPONDENT HAS PURCHASED
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
PAPER PRODUCTS	NO.	568	39	76	107	188	109	72	187	111	86	41	67
	%	61.9	48.1	65.0	64.5	63.9	67.3	59.0	67.3	63.4	61.9	56.9	52.8
DAIRY PRODUCTS		118	14	13	18	40	22	19	38	28	18	4	11
		12.9	17.3	11.1	10.8	13.6	13.6	15.6	13.7	16.0	12.9	5.6	8.7
SOUP		212	16	37	43	69	28	38	79	36	22	13	24
		23.1	19.8	31.6	25.9	23.5	17.3	31.1	28.4	20.6	15.8	18.1	18.9
CATSUP		285	27	39	58	99	38	50	103	55	35	14	26
		31.0	33.3	33.3	34.9	33.7	23.5	41.0	37.1	31.4	25.2	19.4	20.5
CANNED PASTA		87	9	10	13	33	14	15	35	13	11	5	8
		9.5	11.1	8.5	7.8	11.2	8.6	12.3	12.6	7.4	7.9	6.9	6.3
JUICES		251	22	26	52	85	44	40	83	49	32	21	24
		27.3	27.2	22.2	31.3	28.9	27.2	32.8	29.9	28.0	23.0	29.2	18.9
CANNED VEGETABLES/ CANNED FRUITS		367	37	39	64	122	61	46	107	70	47	35	61
		40.0	45.7	33.3	38.6	41.5	37.7	37.7	38.5	40.0	33.8	48.6	48.0
PEANUT BUTTER		76	8	14	15	23	10	9	24	15	17	3	8
		8.3	9.9	12.0	9.0	7.8	6.2	7.4	8.6	8.6	12.2	4.2	6.3
LAUNDRY/DISHWASHER DETERGENT		86	6	7	16	39	11	13	26	18	19	5	4
		9.4	7.4	6.0	9.6	13.3	6.8	10.7	9.4	10.3	13.7	6.9	3.1
JELLY		62	4	9	13	24	10	7	20	15	8	6	6
		6.8	4.9	7.7	7.8	8.2	6.2	5.7	7.2	8.6	5.8	8.3	4.7
ALL OTHERS		360	21	47	72	122	65	41	127	64	54	32	40
		39.2	25.9	40.2	43.4	41.5	40.1	33.6	45.7	36.6	38.8	44.4	31.5
DON'T KNOW		6	2	1		1	1	1			3		2
		.7	2.5	.9		.3	.6	.8			2.2		1.6
BASE		918	81	117	166	294	162	122	278	175	139	72	127

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

GENERIC PRODUCTS RESPONDENT HAS PURCHASED
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
PAPER PRODUCTS	NO.	568	49	163	114	121	118	115	200	108	138	87	481
	%	61.9	54.4	57.8	64.8	64.0	66.3	54.2	66.4	58.7	67.6	57.6	62.7
DAIRY PRODUCTS		118	12	35	27	21	23	28	35	25	28	24	94
		12.9	13.3	12.4	15.3	11.1	12.9	13.2	11.6	13.6	13.7	15.9	12.3
SOUP		212	24	49	47	52	40	47	67	43	54	37	175
		23.1	26.7	17.4	26.7	27.5	22.5	22.2	22.3	23.4	26.5	24.5	22.8
CATSUP		285	18	76	48	68	73	56	94	59	76	45	240
		31.0	20.0	27.0	27.3	36.0	41.0	26.4	31.2	32.1	37.3	29.8	31.3
CANNED PASTA		87	6	24	17	22	18	18	26	17	25	18	69
		9.5	6.7	8.5	9.7	11.6	10.1	8.5	8.6	9.2	12.3	11.9	9.0
JUICES		251	19	70	49	60	52	47	79	58	63	48	203
		27.3	21.1	24.8	27.8	31.7	29.2	22.2	26.2	31.5	30.9	31.8	26.5
CANNED VEGETABLES/ CANNED FRUITS		367	38	114	69	76	69	83	122	71	84	64	303
		40.0	42.2	40.4	39.2	40.2	38.8	39.2	40.5	38.6	41.2	42.4	39.5
PEANUT BUTTER		76	5	26	8	23	14	20	21	13	22	14	62
		8.3	5.6	9.2	4.5	12.2	7.9	9.4	7.0	7.1	10.8	9.3	8.1
LAUNDRY/DISHWASHER DETERGENT		86	4	25	21	15	21	17	30	17	20	6	80
		9.4	4.4	8.9	11.9	7.9	11.8	8.0	10.0	9.2	9.8	4.0	10.4
JELLY		62	5	13	13	17	14	14	18	10	20	16	46
		6.8	5.6	4.6	7.4	9.0	7.9	6.6	6.0	5.4	9.8	10.6	6.0
ALL OTHERS		360	25	105	67	76	87	72	134	66	81	48	312
		39.2	27.8	37.2	38.1	40.2	48.9	34.0	44.5	35.9	39.7	31.8	40.7
DON'T KNOW		6	1	2	3			2	3	1		2	4
		.7	1.1	.7	1.7			.9	1.0	.5		1.3	.5
BASE		918	90	282	176	189	178	212	301	184	204	151	767

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

RATING OF GENERIC PAPER PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PAPER PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO.	5		1	2	1			2			1	2
	%	.9		1.3	1.9	.5			1.1			2.4	3.0
SOMEWHAT BETTER		7	1	2	1	2			2	1	1	1	2
		1.2	2.6	2.6	.9	1.1			1.1	.9	1.2	2.4	3.0
SAME		220	14	39	44	61	38	30	72	43	30	11	32
		38.7	35.9	51.3	41.1	32.4	34.9	41.7	38.5	38.7	34.9	26.8	47.8
SOMEWHAT LOWER		238	11	26	46	95	49	30	90	49	32	19	17
		41.9	28.2	34.2	43.0	50.5	45.0	41.7	48.1	44.1	37.2	46.3	25.4
MUCH LOWER		91	12	7	13	27	20	12	20	15	22	9	12
		16.0	30.8	9.2	12.1	14.4	18.3	16.7	10.7	13.5	25.6	22.0	17.9
DON'T KNOW		7	1	1	1	2	2		1	3	1		2
		1.2	2.6	1.3	.9	1.1	1.8		.5	2.7	1.2		3.0
TOTAL		568	39	76	107	188	109	72	187	111	86	41	67
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		568	39	76	107	188	109	72	187	111	86	41	67

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC PAPER PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PAPER PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER	NO.	5		1	1		3	1	2	1	1	1	4
	%	.9		.6	.9		2.5	.9	1.0	.9	.7	1.1	.8
SOMEWHAT BETTER		7	1		5		1	2	1		4		7
		1.2	2.0		4.4		.8	1.7	.5		2.9		1.5
SAME		220	25	68	37	43	45	48	77	41	49	43	177
		38.7	51.0	41.7	32.5	35.5	38.1	41.7	38.5	38.0	35.5	49.4	36.8
SOMEWHAT LOWER		238	15	61	49	61	52	43	83	48	62	32	206
		41.9	30.6	37.4	43.0	50.4	44.1	37.4	41.5	44.4	44.9	36.8	42.8
MUCH LOWER		91	7	30	21	16	16	20	33	17	21	9	82
		16.0	14.3	18.4	18.4	13.2	13.6	17.4	16.5	15.7	15.2	10.3	17.0
DON'T KNOW		7	1	3	1	1	1	1	4	1	1	2	5
		1.2	2.0	1.8	.9	.8	.8	.9	2.0	.9	.7	2.3	1.0
TOTAL		568	49	163	114	121	118	115	200	108	138	87	481
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		568	49	163	114	121	118	115	200	108	138	87	481

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC DAIRY PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC DAIRY PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO.	2		1					1				1
	%	1.7		7.7					2.6				9.1
SOMEWHAT BETTER		2			1		1		1		1		
		1.7			5.6		4.5		2.6		5.6		
SAME		87	9	9	15	33	12	16	26	24	11	4	6
		73.7	64.3	69.2	83.3	82.5	54.5	84.2	68.4	85.7	61.1	100.0	54.5
SOMEWHAT LOWER		17	2	1	1	4	8	1	8	3	3		2
		14.4	14.3	7.7	5.6	10.0	36.4	5.3	21.1	10.7	16.7		18.2
MUCH LOWER		7	3		1	2	1	1	2	1	2		1
		5.9	21.4		5.6	5.0	4.5	5.3	5.3	3.6	11.1		9.1
DON'T KNOW		3		2		1		1			1		1
		2.5		15.4		2.5		5.3			5.6		9.1
TOTAL		118	14	13	18	40	22	19	38	28	18	4	11
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		118	14	13	18	40	22	19	38	28	18	4	11

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC DAIRY PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC DAIRY PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER	NO.	2		1	1			1			1		2
	%	1.7		2.9	3.7			3.6			3.6		2.1
SOMEWHAT BETTER		2			1		1		1		1		2
		1.7			3.7		4.3		2.9		3.6		2.1
SAME		87	8	27	20	13	19	21	24	20	20	19	68
		73.7	66.7	77.1	74.1	61.9	82.6	75.0	68.6	80.0	71.4	79.2	72.3
SOMEWHAT LOWER		17	3	2	5	5	2	3	6	4	4	3	14
		14.4	25.0	5.7	18.5	23.8	8.7	10.7	17.1	16.0	14.3	12.5	14.9
MUCH LOWER		7	1	4		1	1	3	3		1	1	6
		5.9	8.3	11.4		4.8	4.3	10.7	8.6		3.6	4.2	6.4
DON'T KNOW		3		1		2			1	1	1	1	2
		2.5		2.9		9.5			2.9	4.0	3.6	4.2	2.1
TOTAL		118	12	35	27	21	23	28	35	25	28	24	94
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		118	12	35	27	21	23	28	35	25	28	24	94

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC SOUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC SOUP)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO.	3			1	1		1	1				1
	%	1.4			2.3	1.4		2.6	1.3				4.2
SOMEWHAT BETTER		3	1	1				2	1				
		1.4	6.3	2.7				5.3	1.3				
SAME		125	11	20	26	46	16	22	46	21	13	9	14
		59.0	68.8	54.1	60.5	66.7	57.1	57.9	58.2	58.3	59.1	69.2	58.3
SOMEWHAT LOWER		62	3	15	11	18	9	11	25	9	7	2	8
		29.2	18.8	40.5	25.6	26.1	32.1	28.9	31.6	25.0	31.8	15.4	33.3
MUCH LOWER		17	1	1	5	3	3	2	5	6	1	2	1
		8.0	6.3	2.7	11.6	4.3	10.7	5.3	6.3	16.7	4.5	15.4	4.2
DON'T KNOW		2				1			1		1		
		.9				1.4			1.3		4.5		
TOTAL		212	16	37	43	69	28	38	79	36	22	13	24
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		212	16	37	43	69	28	38	79	36	22	13	24

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC SOUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC SOUP)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER	NO.	3		2	1			2	1				3
	%	1.4		4.1	2.1			4.3	1.5				1.7
SOMEWHAT BETTER		3		1	1		1	1		1	1		3
		1.4		2.0	2.1		2.5	2.1		2.3	1.9		1.7
SAME		125	15	31	31	29	19	30	40	26	28	28	97
		59.0	62.5	63.3	66.0	55.8	47.5	63.8	59.7	60.5	51.9	75.7	55.4
SOMEWHAT LOWER		62	8	12	12	17	13	12	20	14	16	7	55
		29.2	33.3	24.5	25.5	32.7	32.5	25.5	29.9	32.6	29.6	18.9	31.4
MUCH LOWER		17	1	3	2	4	7	2	5	2	8	1	16
		8.0	4.2	6.1	4.3	7.7	17.5	4.3	7.5	4.7	14.8	2.7	9.1
DON'T KNOW		2				2			1		1	1	1
		.9				3.8			1.5		1.9	2.7	.6
TOTAL		212	24	49	47	52	40	47	67	43	54	37	175
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		212	24	49	47	52	40	47	67	43	54	37	175

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CATSUP COMPARED TO NATIONAL BRANDS (BASED ON THOSE WHO HAVE PURCHASED GENERIC CATSUP) BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO.	5	1	1	2			2	3				
	%	1.8	3.7	2.6	3.4			4.0	2.9				
SOMEWHAT BETTER		4	1	1	1	1			1			1	2
		1.4	3.7	2.6	1.7	1.0			1.0			7.1	7.7
SAME		182	17	28	30	61	28	30	63	37	21	9	20
		63.9	63.0	71.8	51.7	61.6	73.7	60.0	61.2	67.3	60.0	64.3	76.9
SOMEWHAT LOWER		67	7	5	16	31	5	14	27	11	8	4	3
		23.5	25.9	12.8	27.6	31.3	13.2	28.0	26.2	20.0	22.9	28.6	11.5
MUCH LOWER		23	1	4	8	5	3	4	8	6	5		
		8.1	3.7	10.3	13.8	5.1	7.9	8.0	7.8	10.9	14.3		
DON'T KNOW		4			1	1	2		1	1	1		1
		1.4			1.7	1.0	5.3		1.0	1.8	2.9		3.8
TOTAL		285	27	39	58	99	38	50	103	55	35	14	26
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		285	27	39	58	99	38	50	103	55	35	14	26

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CATSUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CATSUP)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER	NO.	5		3		1	1	2	1		2		5
	%	1.8		3.9		1.5	1.4	3.6	1.1		2.6		2.1
SOMEWHAT BETTER		4	2	1		1		3			1		4
		1.4	11.1	1.3		1.5		5.4			1.3		1.7
SAME		182	11	51	32	43	43	35	65	37	45	33	149
		63.9	61.1	67.1	66.7	63.2	58.9	62.5	69.1	62.7	59.2	73.3	62.1
SOMEWHAT LOWER		67	5	16	9	16	21	16	17	17	17	9	58
		23.5	27.8	21.1	18.8	23.5	28.8	28.6	18.1	28.8	22.4	20.0	24.2
MUCH LOWER		23		4	6	6	7		10	4	9	1	22
		8.1		5.3	12.5	8.8	9.6		10.6	6.8	11.8	2.2	9.2
DON'T KNOW		4		1	1	1	1		1	1	2	2	2
		1.4		1.3	2.1	1.5	1.4		1.1	1.7	2.6	4.4	.8
TOTAL		285	18	76	48	68	73	56	94	59	76	45	240
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		285	18	76	48	68	73	56	94	59	76	45	240

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CANNED PASTA COMPARED TO NATIONAL BRANDS (BASED ON THOSE WHO HAVE PURCHASED GENERIC CANNED PASTA) BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO.												
	%												
SOMEWHAT BETTER		3		1		2				2		1	
		3.4		10.0		6.1				15.4		20.0	
SAME		65	7	5	9	25	12	11	27	6	9	4	8
		74.7	77.8	50.0	69.2	75.8	85.7	73.3	77.1	46.2	81.8	80.0	100.0
SOMEWHAT LOWER		12	2	2	2	3	2	4	4	3	1		
		13.8	22.2	20.0	15.4	9.1	14.3	26.7	11.4	23.1	9.1		
MUCH LOWER		7		2	2	3			4	2	1		
		8.0		20.0	15.4	9.1			11.4	15.4	9.1		
DON'T KNOW													
TOTAL		87	9	10	13	33	14	15	35	13	11	5	8
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		87	9	10	13	33	14	15	35	13	11	5	8

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CANNED PASTA COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CANNED PASTA)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER	NO. %												
SOMEWHAT BETTER		3 3.4	1 16.7				2 11.1	1 5.6			2 8.0		3 4.3
SAME		65 74.7	5 83.3	19 79.2	13 76.5	17 77.3	11 61.1	13 72.2	21 80.8	14 82.4	16 64.0	12 66.7	53 76.8
SOMEWHAT LOWER		12 13.8		5 20.8	3 17.6	2 9.1	2 11.1	3 16.7	3 11.5	3 17.6	3 12.0	6 33.3	6 8.7
MUCH LOWER		7 8.0			1 5.9	3 13.6	3 16.7	1 5.6	2 7.7		4 16.0		7 10.1
DON'T KNOW													
TOTAL % BASE		87 100.0 87	6 100.0 6	24 100.0 24	17 100.0 17	22 100.0 22	18 100.0 18	18 100.0 18	26 100.0 26	17 100.0 17	25 100.0 25	18 100.0 18	69 100.0 69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC JUICES COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC JUICES)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO.	6	3			2	1	4		1			1
	%	2.4	13.6			2.4	2.3	10.0		2.0			4.2
SOMEWHAT BETTER		10	2	2	1	1	2	1	3	2	1	1	2
		4.0	9.1	7.7	1.9	1.2	4.5	2.5	3.6	4.1	3.1	4.8	8.3
SAME		178	15	20	36	63	29	26	62	38	20	15	15
		70.9	68.2	76.9	69.2	74.1	65.9	65.0	74.7	77.6	62.5	71.4	62.5
SOMEWHAT LOWER		41		3	11	14	9	5	15	6	7	4	4
		16.3		11.5	21.2	16.5	20.5	12.5	18.1	12.2	21.9	19.0	16.7
MUCH LOWER		15	2	1	4	4	3	4	3	2	3	1	2
		6.0	9.1	3.8	7.7	4.7	6.8	10.0	3.6	4.1	9.4	4.8	8.3
DON'T KNOW		1				1					1		
		.4				1.2					3.1		
TOTAL		251	22	26	52	85	44	40	83	49	32	21	24
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		251	22	26	52	85	44	40	83	49	32	21	24

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC JUICES COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC JUICES)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER	NO.	6	1	1	1	1	2	1	2	1	2	3	3
	%	2.4	5.3	1.4	2.0	1.7	3.8	2.1	2.5	1.7	3.2	6.3	1.5
SOMEWHAT BETTER		10	2	1	5	1	1	4	1	4	1	1	9
		4.0	10.5	1.4	10.2	1.7	1.9	8.5	1.3	6.9	1.6	2.1	4.4
SAME		178	13	53	32	45	34	35	57	42	41	31	147
		70.9	68.4	75.7	65.3	75.0	65.4	74.5	72.2	72.4	65.1	64.6	72.4
SOMEWHAT LOWER		41	1	13	10	7	10	5	13	10	13	7	34
		16.3	5.3	18.6	20.4	11.7	19.2	10.6	16.5	17.2	20.6	14.6	16.7
MUCH LOWER		15	2	2	1	5	5	2	5	1	6	5	10
		6.0	10.5	2.9	2.0	8.3	9.6	4.3	6.3	1.7	9.5	10.4	4.9
DON'T KNOW		1				1			1			1	
		.4				1.7			1.3			2.1	
TOTAL		251	19	70	49	60	52	47	79	58	63	48	203
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		251	19	70	49	60	52	47	79	58	63	48	203

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

LIKELIHOOD OF CONTINUING TO PURCHASE GENERIC PRODUCTS (BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS) BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
WILL DEFINITELY CONTINUE TO BUY THEM	NO.	292	26	43	59	90	48	32	83	63	46	25	42
	%	31.8	32.1	36.8	35.5	30.6	29.6	26.2	29.9	36.0	33.1	34.7	33.1
WILL PROBABLY CONTINUE TO BUY THEM		281	27	30	53	91	49	39	101	48	39	18	34
		30.6	33.3	25.6	31.9	31.0	30.2	32.0	36.3	27.4	28.1	25.0	26.8
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM		178	14	21	25	64	30	30	50	34	30	8	24
		19.4	17.3	17.9	15.1	21.8	18.5	24.6	18.0	19.4	21.6	11.1	18.9
WILL PROBABLY NOT CONTINUE TO BUY THEM		80	3	10	14	24	21	10	27	11	10	10	12
		8.7	3.7	8.5	8.4	8.2	13.0	8.2	9.7	6.3	7.2	13.9	9.4
WILL DEFINITELY NOT CONTINUE TO BUY THEM		86	11	13	14	25	14	11	17	19	14	10	15
		9.4	13.6	11.1	8.4	8.5	8.6	9.0	6.1	10.9	10.1	13.9	11.8
DON'T KNOW		1			1							1	
		.1			.6							1.4	
TOTAL		918	81	117	166	294	162	122	278	175	139	72	127
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	81	117	166	294	162	122	278	175	139	72	127

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

LIKELIHOOD OF CONTINUING TO PURCHASE GENERIC PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
WILL DEFINITELY CONTINUE TO BUY THEM	NO.	292	30	89	52	57	63	67	93	53	73	55	237
	%	31.8	33.3	31.6	29.5	30.2	35.4	31.6	30.9	28.8	35.8	36.4	30.9
WILL PROBABLY CONTINUE TO BUY THEM		281	25	84	57	60	54	75	99	53	49	39	242
		30.6	27.8	29.8	32.4	31.7	30.3	35.4	32.9	28.8	24.0	25.8	31.6
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM		178	18	57	32	34	36	41	55	35	44	38	140
		19.4	20.0	20.2	18.2	18.0	20.2	19.3	18.3	19.0	21.6	25.2	18.3
WILL PROBABLY NOT CONTINUE TO BUY THEM		80	10	25	21	13	11	16	26	20	17	10	70
		8.7	11.1	8.9	11.9	6.9	6.2	7.5	8.6	10.9	8.3	6.6	9.1
WILL DEFINITELY NOT CONTINUE TO BUY THEM		86	7	26	14	25	14	13	27	23	21	9	77
		9.4	7.8	9.2	8.0	13.2	7.9	6.1	9.0	12.5	10.3	6.0	10.0
DON'T KNOW		1		1					1				1
		.1		.4					.3				.1
TOTAL		918	90	282	176	189	178	212	301	184	204	151	767
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	90	282	176	189	178	212	301	184	204	151	767

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPARISON OF GENERIC PRODUCTS TO PRIVATE LABEL PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER THAN PRIVATE LABEL PRODUCTS	NO.	15	5	2	3	3	1	3	3	3	4		2
	%	1.6	6.2	1.7	1.8	1.0	.6	2.5	1.1	1.7	2.9		1.6
SOMEWHAT BETTER THAN PRIVATE LABEL PRODUCTS		50	6	8	7	18	8	9	15	11	3	3	9
		5.4	7.4	6.8	4.2	6.1	4.9	7.4	5.4	6.3	2.2	4.2	7.1
ABOUT THE SAME		552	48	75	104	178	90	68	188	106	76	40	70
		60.1	59.3	64.1	62.7	60.5	55.6	55.7	67.6	60.6	54.7	55.6	55.1
SOMEWHAT WORSE THAN PRIVATE LABEL PRODUCTS		204	12	22	33	74	41	32	56	40	34	19	22
		22.2	14.8	18.8	19.9	25.2	25.3	26.2	20.1	22.9	24.5	26.4	17.3
MUCH WORSE THAN PRIVATE LABEL PRODUCTS		58	8	6	11	12	10	7	9	10	14	6	12
		6.3	9.9	5.1	6.6	4.1	6.2	5.7	3.2	5.7	10.1	8.3	9.4
DON'T KNOW		39	2	4	8	9	12	3	7	5	8	4	12
		4.2	2.5	3.4	4.8	3.1	7.4	2.5	2.5	2.9	5.8	5.6	9.4
TOTAL		918	81	117	166	294	162	122	278	175	139	72	127
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	81	117	166	294	162	122	278	175	139	72	127

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPARISON OF GENERIC PRODUCTS TO PRIVATE LABEL PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MUCH BETTER THAN PRIVATE LABEL PRODUCTS	NO.	15	1	2	2	3	7	2	4	1	8	3	12
	%	1.6	1.1	.7	1.1	1.6	3.9	.9	1.3	.5	3.9	2.0	1.6
SOMEWHAT BETTER THAN PRIVATE LABEL PRODUCTS		50	3	15	10	14	8	9	15	11	15	11	39
		5.4	3.3	5.3	5.7	7.4	4.5	4.2	5.0	6.0	7.4	7.3	5.1
ABOUT THE SAME		552	60	162	97	115	116	137	190	97	116	97	455
		60.1	66.7	57.4	55.1	60.8	65.2	64.6	63.1	52.7	56.9	64.2	59.3
SOMEWHAT WORSE THAN PRIVATE LABEL PRODUCTS		204	16	71	46	33	37	42	61	50	48	31	173
		22.2	17.8	25.2	26.1	17.5	20.8	19.8	20.3	27.2	23.5	20.5	22.6
MUCH WORSE THAN PRIVATE LABEL PRODUCTS		58	9	16	12	15	6	13	21	12	10	3	55
		6.3	10.0	5.7	6.8	7.9	3.4	6.1	7.0	6.5	4.9	2.0	7.2
DON'T KNOW		39	1	16	9	9	4	9	10	13	7	6	33
		4.2	1.1	5.7	5.1	4.8	2.2	4.2	3.3	7.1	3.4	4.0	4.3
TOTAL		918	90	282	176	189	178	212	301	184	204	151	767
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		918	90	282	176	189	178	212	301	184	204	151	767

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE OF EASE OF CHECK CASHING WHEN DECIDING AT WHICH SUPERMARKET TO SHOP
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
VERY IMPORTANT	NO.	1257	173	181	232	302	219	154	329	256	196	84	234
	%	51.7	62.5	57.1	51.4	46.5	53.0	51.3	51.0	56.1	54.4	46.4	49.4
SOMEWHAT IMPORTANT		500	43	63	98	159	85	77	172	86	72	32	59
		20.6	15.5	19.9	21.7	24.5	20.6	25.7	26.7	18.9	20.0	17.7	12.4
NEITHER IMPORTANT NOR UNIMPORTANT		121	14	12	13	37	22	14	27	32	15	6	26
		5.0	5.1	3.8	2.9	5.7	5.3	4.7	4.2	7.0	4.2	3.3	5.5
SOMEWHAT UNIMPORTANT		187	15	24	44	56	28	24	46	33	21	26	35
		7.7	5.4	7.6	9.8	8.6	6.8	8.0	7.1	7.2	5.8	14.4	7.4
VERY UNIMPORTANT		346	27	34	62	96	56	30	70	48	52	31	111
		14.2	9.7	10.7	13.7	14.8	13.6	10.0	10.9	10.5	14.4	17.1	23.4
DON'T KNOW		19	5	3	2		3	1	1	1	4	2	9
		.8	1.8	.9	.4		.7	.3	.2	.2	1.1	1.1	1.9
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE OF EASE OF CHECK CASHING WHEN DECIDING AT WHICH SUPERMARKET TO SHOP BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
VERY IMPORTANT	NO.	1257	167	383	240	248	218	304	419	252	258	175	1082
	%	51.7	48.0	47.8	53.1	55.5	58.0	49.1	50.7	53.5	55.4	41.0	54.0
SOMEWHAT IMPORTANT		500	65	146	95	110	82	122	174	104	94	92	408
		20.6	18.7	18.2	21.0	24.6	21.8	19.7	21.1	22.1	20.2	21.5	20.4
NEITHER IMPORTANT NOR UNIMPORTANT		121	14	43	21	21	22	31	37	26	24	22	99
		5.0	4.0	5.4	4.6	4.7	5.9	5.0	4.5	5.5	5.2	5.2	4.9
SOMEWHAT UNIMPORTANT		187	31	72	40	27	17	53	67	31	33	40	147
		7.7	8.9	9.0	8.8	6.0	4.5	8.6	8.1	6.6	7.1	9.4	7.3
VERY UNIMPORTANT		346	67	150	51	40	36	103	123	55	55	94	252
		14.2	19.3	18.7	11.3	8.9	9.6	16.6	14.9	11.7	11.8	22.0	12.6
DON'T KNOW		19	4	8	5	1	1	6	6	3	2	4	15
		.8	1.1	1.0	1.1	.2	.3	1.0	.7	.6	.4	.9	.7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS CHECK CASHING PRIVILEGES OR A CHECK CASHING CARD AT ANY SUPERMARKET

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	1186	100	142	218	359	240	137	378	255	172	73	168
	%	48.8	36.1	44.8	48.3	55.2	58.1	45.7	58.6	55.9	47.8	40.3	35.4
NO		1244	177	175	233	291	173	163	267	201	188	108	306
		51.2	63.9	55.2	51.7	44.8	41.9	54.3	41.4	44.1	52.2	59.7	64.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS CHECK CASHING PRIVILEGES OR A CHECK CASHING CARD AT ANY SUPERMARKET
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	1186	149	353	214	261	207	248	401	252	268	197	989
	%	48.8	42.8	44.0	47.3	58.4	55.1	40.1	48.5	53.5	57.5	46.1	49.4
NO		1244	199	449	238	186	169	371	425	219	198	230	1014
		51.2	57.2	56.0	52.7	41.6	44.9	59.9	51.5	46.5	42.5	53.9	50.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AT HOW MANY SUPERMARKETS RESPONDENT HAS CHECK CASHING PRIVILEGES
(BASED ON THOSE WITH CHECK CASHING PRIVILEGES)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE STORE	NO.	499	43	64	95	161	86	66	148	111	77	32	64
	%	42.1	43.0	45.1	43.6	44.8	35.8	48.2	39.2	43.5	44.8	43.8	38.1
MORE THAN ONE STORE		684	57	77	122	197	154	71	228	143	95	41	104
		57.7	57.0	54.2	56.0	54.9	64.2	51.8	60.3	56.1	55.2	56.2	61.9
DON'T REMEMBER		3		1	1	1			2	1			
		.3		.7	.5	.3			.5	.4			
TOTAL		1186	100	142	218	359	240	137	378	255	172	73	168
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1186	100	142	218	359	240	137	378	255	172	73	168

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AT HOW MANY SUPERMARKETS RESPONDENT HAS CHECK CASHING PRIVILEGES
(BASED ON THOSE WITH CHECK CASHING PRIVILEGES)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
ONE STORE	NO.	499	64	143	103	112	75	97	172	121	103	88	411
	%	42.1	43.0	40.5	48.1	42.9	36.2	39.1	42.9	48.0	38.4	44.7	41.6
MORE THAN ONE STORE		684	85	210	109	149	131	150	228	130	165	109	575
		57.7	57.0	59.5	50.9	57.1	63.3	60.5	56.9	51.6	61.6	55.3	58.1
DON'T REMEMBER		3			2		1	1	1	1			3
		.3			.9		.5	.4	.2	.4			.3
TOTAL		1186	149	353	214	261	207	248	401	252	268	197	989
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		1186	149	353	214	261	207	248	401	252	268	197	989

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS ANY BANK CREDIT CARDS

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	1143	37	92	196	362	324	92	340	243	200	94	171
	%	47.0	13.4	29.0	43.5	55.7	78.5	30.7	52.7	53.3	55.6	51.9	36.1
NO		1284	240	225	255	288	89	208	305	213	159	87	302
		52.8	86.6	71.0	56.5	44.3	21.5	69.3	47.3	46.7	44.2	48.1	63.7
DON'T KNOW		3									1		1
		.1									.3		.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS ANY BANK CREDIT CARDS

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	1143	143	392	216	216	176	238	402	232	255	221	922
	%	47.0	41.1	48.9	47.8	48.3	46.8	38.4	48.7	49.3	54.7	51.8	46.0
NO		1284	204	410	235	231	200	380	424	239	211	205	1079
		52.8	58.6	51.1	52.0	51.7	53.2	61.4	51.3	50.7	45.3	48.0	53.9
DON'T KNOW		3	1		1			1				1	2
		.1	.3		.2			.2				.2	.1
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHICH BANK CREDIT CARDS RESPONDENT HAS
(BASED ON THOSE WHO HAVE BANK CREDIT CARDS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MASTER CHARGE	NO.	751	20	62	130	236	225	61	242	171	129	54	93
	%	65.7	54.1	67.4	66.3	65.2	69.4	66.3	71.2	70.4	64.5	57.4	54.4
VISA/BANKAMERICARD		797	26	55	125	252	252	55	237	171	136	71	125
		69.7	70.3	59.8	63.8	69.6	77.8	59.8	69.7	70.4	68.0	75.5	73.1
ALL OTHERS		6			2	2	1	1	1	2	1		1
		.5			1.0	.6	.3	1.1	.3	.8	.5		.6
REFUSED/DON'T KNOW		27	2	2	1	3	4		7	6	5	1	7
		2.4	5.4	2.2	.5	.8	1.2		2.1	2.5	2.5	1.1	4.1
BASE		1143	37	92	196	362	324	92	340	243	200	94	171

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

WHICH BANK CREDIT CARDS RESPONDENT HAS
(BASED ON THOSE WHO HAVE BANK CREDIT CARDS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MASTER CHARGE	NO.	751	92	244	149	152	114	145	277	146	174	151	600
	%	65.7	64.3	62.2	69.0	70.4	64.8	60.9	68.9	62.9	68.2	68.3	65.1
VISA/BANKAMERICARD		797	99	278	149	155	116	159	266	169	190	159	638
		69.7	69.2	70.9	69.0	71.8	65.9	66.8	66.2	72.8	74.5	71.9	69.2
ALL OTHERS		6	1	2	1	1	1	1	3	1	1	1	5
		.5	.7	.5	.5	.5	.6	.4	.7	.4	.4	.5	.5
REFUSED/DON'T KNOW		27	5	11	3	4	4	10	9	2	5	5	22
		2.4	3.5	2.8	1.4	1.9	2.3	4.2	2.2	.9	2.0	2.3	2.4
BASE		1143	143	392	216	216	176	238	402	232	255	221	922

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT IS PARTICIPATING IN ANY GAMES OR CONTESTS AT ANY SUPERMARKETS WHERE THEY SHOP

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO.	281	30	40	50	86	44	38	69	58	34	26	56
	%	11.6	10.8	12.6	11.1	13.2	10.7	12.7	10.7	12.7	9.4	14.4	11.8
NO		2149	247	277	401	564	369	262	576	398	326	155	418
		88.4	89.2	87.4	88.9	86.8	89.3	87.3	89.3	87.3	90.6	85.6	88.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT IS PARTICIPATING IN ANY GAMES OR CONTESTS AT ANY SUPERMARKETS WHERE THEY SHOP

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
YES	NO.	281	33	85	55	61	47	65	100	68	46	37	244
	%	11.6	9.5	10.6	12.2	13.6	12.5	10.5	12.1	14.4	9.9	8.7	12.2
NO		2149	315	717	397	386	329	554	726	403	420	390	1759
		88.4	90.5	89.4	87.8	86.4	87.5	89.5	87.9	85.6	90.1	91.3	87.8
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AGE OF RESPONDENT

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
UNDER 18	NO. %	19 .8	3 1.1	3 .9	5 1.1	1 .2	2 .5	19 6.3					
18 - 24		281 11.6	34 12.3	54 17.0	78 17.3	85 13.1	17 4.1	281 93.7					
25 - 29		353 14.5	22 7.9	45 14.2	85 18.8	114 17.5	60 14.5		353 54.7				
30 - 34		292 12.0	12 4.3	24 7.6	52 11.5	105 16.2	73 17.7		292 45.3				
35 - 39		247 10.2	9 3.2	19 6.0	43 9.5	83 12.8	71 17.2			247 54.2			
40 - 44		209 8.6	10 3.6	16 5.0	35 7.8	69 10.6	49 11.9			209 45.8			
45 - 49		154 6.3	14 5.1	11 3.5	21 4.7	42 6.5	37 9.0				154 42.8		
50 - 54		206 8.5	15 5.4	26 8.2	32 7.1	53 8.2	45 10.9				206 57.2		
55 - 59		181 7.4	21 7.6	27 8.5	29 6.4	50 7.7	31 7.5					181 100.0	
60 AND OVER		474 19.5	136 49.1	92 29.0	71 15.7	48 7.4	27 6.5						474 100.0
REFUSED		14 .6	1 .4				1 .2						
TOTAL % BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AGE OF RESPONDENT

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
UNDER 18	NO.	19		6	4	2	7	3	6	5	5	1	18
	%	.8		.7	.9	.4	1.9	.5	.7	1.1	1.1	.2	.9
18 - 24		281	29	108	70	47	27	88	109	52	32	57	224
		11.6	8.3	13.5	15.5	10.5	7.2	14.2	13.2	11.0	6.9	13.3	11.2
25 - 29		353	35	98	80	94	46	106	120	71	51	74	279
		14.5	10.1	12.2	17.7	21.0	12.2	17.1	14.5	15.1	10.9	17.3	13.9
30 - 34		292	23	48	58	90	72	46	98	71	74	50	242
		12.0	6.6	6.0	12.8	20.1	19.1	7.4	11.9	15.1	15.9	11.7	12.1
35 - 39		247	10	29	39	82	87	21	64	69	91	46	201
		10.2	2.9	3.6	8.6	18.3	23.1	3.4	7.7	14.6	19.5	10.8	10.0
40 - 44		209	17	27	40	55	70	22	51	48	83	32	177
		8.6	4.9	3.4	8.8	12.3	18.6	3.6	6.2	10.2	17.8	7.5	8.8
45 - 49		154	12	40	36	31	35	19	54	35	44	19	135
		6.3	3.4	5.0	8.0	6.9	9.3	3.1	6.5	7.4	9.4	4.4	6.7
50 - 54		206	28	91	42	22	23	45	79	42	37	33	173
		8.5	8.0	11.3	9.3	4.9	6.1	7.3	9.6	8.9	7.9	7.7	8.6
55 - 59		181	22	99	44	13	3	38	81	36	25	23	158
		7.4	6.3	12.3	9.7	2.9	.8	6.1	9.8	7.6	5.4	5.4	7.9
60 AND OVER		474	167	253	39	11	4	226	160	40	23	91	383
		19.5	48.0	31.5	8.6	2.5	1.1	36.5	19.4	8.5	4.9	21.3	19.1
REFUSED		14	5	3			2	5	4	2	1	1	13
		.6	1.4	.4			.5	.8	.5	.4	.2	.2	.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
1 PERSON	NO.	348	98	54	61	54	23	29	58	27	40	22	167
	%	14.3	35.4	17.0	13.5	8.3	5.6	9.7	9.0	5.9	11.1	12.2	35.2
2 PEOPLE		802	93	117	151	205	121	114	146	56	131	99	253
		33.0	33.6	36.9	33.5	31.5	29.3	38.0	22.6	12.3	36.4	54.7	53.4
3 PEOPLE		452	41	69	86	129	85	74	138	79	78	44	39
		18.6	14.8	21.8	19.1	19.8	20.6	24.7	21.4	17.3	21.7	24.3	8.2
4 PEOPLE		447	21	48	86	137	101	49	184	137	53	13	11
		18.4	7.6	15.1	19.1	21.1	24.5	16.3	28.5	30.0	14.7	7.2	2.3
5 PEOPLE		191	9	15	33	62	45	14	80	69	25	1	2
		7.9	3.2	4.7	7.3	9.5	10.9	4.7	12.4	15.1	6.9	.6	.4
6 PEOPLE		112	8	6	24	37	24	6	29	51	22	2	1
		4.6	2.9	1.9	5.3	5.7	5.8	2.0	4.5	11.2	6.1	1.1	.2
7 OR MORE PEOPLE		73	7	8	10	26	14	14	9	37	11		1
		3.0	2.5	2.5	2.2	4.0	3.4	4.7	1.4	8.1	3.1		.2
REFUSED		5							1				
		.2							.2				
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
1 PERSON	NO.	348	348					243	67	13	12	128	220
	%	14.3	100.0					39.3	8.1	2.8	2.6	30.0	11.0
2 PEOPLE		802		802				263	347	114	59	151	651
		33.0		100.0				42.5	42.0	24.2	12.7	35.4	32.5
3 PEOPLE		452			452			65	193	117	73	67	385
		18.6			100.0			10.5	23.4	24.8	15.7	15.7	19.2
4 PEOPLE		447				447		32	142	138	127	45	402
		18.4				100.0		5.2	17.2	29.3	27.3	10.5	20.1
5 PEOPLE		191					191	9	48	40	93	14	177
		7.9					50.8	1.5	5.8	8.5	20.0	3.3	8.8
6 PEOPLE		112					112	4	16	30	60	15	97
		4.6					29.8	.6	1.9	6.4	12.9	3.5	4.8
7 OR MORE PEOPLE		73					73	2	12	17	42	7	66
		3.0					19.4	.3	1.5	3.6	9.0	1.6	3.3
REFUSED		5						1	1	2			5
		.2						.2	.1	.4			.2
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LESS THAN $6,000	NO.	277	277					37	34	19	29	21	136
	%	11.4	100.0					12.3	5.3	4.2	8.1	11.6	28.7
$6,000 - $9,999		317		317				57	69	35	37	27	92
		13.0		100.0				19.0	10.7	7.7	10.3	14.9	19.4
$10,000 - $14,999		451			451			83	137	78	53	29	71
		18.6			100.0			27.7	21.2	17.1	14.7	16.0	15.0
$15,000 - $19,999		381				381		53	131	81	54	29	33
		15.7				58.6		17.7	20.3	17.8	15.0	16.0	7.0
$20,000 - $24,999		269				269		33	88	71	41	21	15
		11.1				41.4		11.0	13.6	15.6	11.4	11.6	3.2
$25,000 OR MORE		413					413	19	133	120	82	31	27
		17.0					100.0	6.3	20.6	26.3	22.8	17.1	5.7
REFUSED		322						18	53	52	64	23	100
		13.3						6.0	8.2	11.4	17.8	12.7	21.1
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
LESS THAN $6,000	NO.	277	98	93	41	21	24	133	89	29	17	42	235
	%	11.4	28.2	11.6	9.1	4.7	6.4	21.5	10.8	6.2	3.6	9.8	11.7
$6,000 - $9,999		317	54	117	69	48	29	114	116	47	39	49	268
		13.0	15.5	14.6	15.3	10.7	7.7	18.4	14.0	10.0	8.4	11.5	13.4
$10,000 - $14,999		451	61	151	86	86	67	133	164	96	56	95	356
		18.6	17.5	18.8	19.0	19.2	17.8	21.5	19.9	20.4	12.0	22.2	17.8
$15,000 - $19,999		381	35	116	69	81	80	67	135	98	78	69	312
		15.7	10.1	14.5	15.3	18.1	21.3	10.8	16.3	20.8	16.7	16.2	15.6
$20,000 - $24,999		269	19	89	60	56	45	44	88	62	73	54	215
		11.1	5.5	11.1	13.3	12.5	12.0	7.1	10.7	13.2	15.7	12.6	10.7
$25,000 OR MORE		413	23	121	85	101	83	46	127	88	146	89	324
		17.0	6.6	15.1	18.8	22.6	22.1	7.4	15.4	18.7	31.3	20.8	16.2
REFUSED		322	58	115	42	54	48	82	107	51	57	29	293
		13.3	16.7	14.3	9.3	12.1	12.8	13.2	13.0	10.8	12.2	6.8	14.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

SEX OF RESPONDENT

BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
		TOTAL SAMPLE	UNDER $6000	$6000 TO $9999	$10000 TO $14999	$15000 TO $24999	$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MALE	NO.	427	42	49	95	123	89	58	124	78	52	23	91
	%	17.6	15.2	15.5	21.1	18.9	21.5	19.3	19.2	17.1	14.4	12.7	19.2
FEMALE		2003	235	268	356	527	324	242	521	378	308	158	383
		82.4	84.8	84.5	78.9	81.1	78.5	80.7	80.8	82.9	85.6	87.3	80.8
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

SEX OF RESPONDENT

BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

			FAMILY SIZE					$/WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	$0-$30	$31-$50	$51-$70	$71+	MALE	FEMALE
MALE	NO.	427	128	151	67	45	36	154	124	71	70	427	
	%	17.6	36.8	18.8	14.8	10.1	9.6	24.9	15.0	15.1	15.0	100.0	
FEMALE		2003	220	651	385	402	340	465	702	400	396		2003
		82.4	63.2	81.2	85.2	89.9	90.4	75.1	85.0	84.9	85.0		100.0
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

QUESTIONNAIRE

FOOD SHOPPING HABITS STUDY

Good morning/afternoon/evening. My name is ______________________ of Burgoyne, Inc., a national marketing research company. We are talking to people about food shopping and we would like to ask you a few questions.

Who usually does most of the grocery shopping for your family? (IF RESPONDENT, CONTINUE INTERVIEW. IF NOT RESPONDENT, ASK TO SPEAK TO THAT PERSON. IF NOT AT HOME, TERMINATE.)

1. How often do you shop in a supermarket or discount store supermarket?

____

> IF RESPONDENT NEVER SHOPS IN A SUPERMARKET OR DISCOUNT STORE SUPERMARKET, TERMINATE AND RECORD

2. At which supermarkets or discount store supermarkets have you shopped in the past month? (PROBE: ANY OTHERS?)

________________________ ________________________

________________________ ________________________

3a. Have you changed the supermarket where you do most of your shopping during the past year?

YES ☐ - - - - - - (CONTINUE)

NO ☐ - - - - - - (SKIP TO Q.#4)

3b. What was your reason for changing from the supermarket where you did most of your shopping? (PROBE: ANY OTHERS?)

____

____

4. In how many different supermarkets did you shop during the past week?

____

5. Now, I would like to read you some factors people consider when selecting a supermarket to shop in. As I read each factor, I would like you to give that factor a number rating from 1 to 9 based on how important it is to you. The more important the factor is to you the higher the number - closer to 9. The less important the factor is to you, the lower the number - closer to 1. Number 5 is exactly in the middle. (ROTATE ORDER)

____	ATTRACTIVENESS & CLEANLINESS OF STORE	1	2	3	4	5	6	7	8	9
____	GOOD PARKING FACILITIES	1	2	3	4	5	6	7	8	9
____	VARIETY & SELECTION OF GROCERY MERCHANDISE	1	2	3	4	5	6	7	8	9
____	OVERALL PRICES OF GROCERIES	1	2	3	4	5	6	7	8	9
____	QUALITY & FRESHNESS OF MEATS	1	2	3	4	5	6	7	8	9
____	PRICES OF MEATS	1	2	3	4	5	6	7	8	9
____	GOOD STORE ARRANGEMENT - EASE OF SHOPPING	1	2	3	4	5	6	7	8	9
____	COURTEOUS & HELPFUL EMPLOYEES	1	2	3	4	5	6	7	8	9
____	CONVENIENT LOCATION.................................	1	2	3	4	5	6	7	8	9
____	QUALITY & FRESHNESS OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
____	PRICES OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
____	FAST CHECK-OUT SERVICE	1	2	3	4	5	6	7	8	9
____	ADVERTISED SPECIALS	1	2	3	4	5	6	7	8	9

6a. Approximately how much would you say you spend per week in supermarkets?

$ ________________________

6b. About how much of that amount would you say is spent at the supermarket where you do most of your shopping?

$ ________________________

7. Approximately how much would you say your household spends each week eating out in any type of restaurant or carry out restaurant?

$ ________________________

8. In what type of store do you buy most of your fresh meats? (READ CHOICES)

SUPERMARKET ☐
MEAT MARKET OR BUTCHER SHOP ☐
WHOLESALE OR FREEZER PLAN ☐
OTHER ____________________ ☐
DON'T BUY MEATS ☐

9. In what type of store do you buy most of your fresh fruits and vegetables (READ CHOICES)

SUPERMARKET ☐
FRUIT & VEGETABLE STORE ☐
FRUIT STAND OR DIRECT FROM THE FARM ☐
OTHER ____________________ ☐
DON'T BUY FRESH PRODUCE ☐

10a. At which one of the following stores do you buy most of your health and beauty items, such as toothpaste, shampoos, or headache remedies? (READ CHOICES)

SUPERMARKET ☐ - - - - - - (SKIP TO Q.#11)
INDEPENDENT DRUG STORE ☐
DISCOUNT DRUG STORE ☐
CHAIN DRUG STORE ☐
DISCOUNT DEPARTMENT STORE ☐
OTHER TYPE OF STORE
____________________ ☐
(SPECIFY)

10b. Do you ever buy health and beauty aid items in Supermarkets?

YES ☐
NO ☐

11. How often do you buy items at Drive-In convenience stores?

TWICE A WEEK OR MORE ☐
ONCE A WEEK ☐
ONCE EVERY TWO WEEKS ☐
ONCE A MONTH ☐
NEVER ☐

12. Thinking about the supermarkets where you shop, what one thing would you change that you don't like or that could be improved? (CLARIFY) Are there any other things that you would like to see changed?

____

____

13a. During the past week or two have you read any food store advertising in newspapers?

YES ☐
NO ☐ - - - - - - (SKIP TO Q.#13d)

13b. Whose food store advertising do you remember reading?

____________________ ____________________

____________________ ____________________

13c. Do the food store ads influence your decision of where to shop?

YES ☐
NO ☐

13d. During the past week or two have you seen any food store advertising on television?

YES ☐

NO ☐ - - - - - - (SKIP TO Q.#14)

13e. Whose food store advertising do you remember seeing?

____________________ ____________________

____________________ ____________________

13f. Do the food store commercials influence your decision of where to shop?

YES ☐

NO ☐

14. In the past 4 weeks have you redeemed any manufacturers coupons, that is, those that can be redeemed in any store?

YES ☐

NO ☐

15a. Do you compare prices between different supermarkets? (READ CHOICES)

REGULARLY (WEEKLY OR MORE OFTEN) ☐

SOMETIMES (LESS THAN ONCE A WEEK) ☐

NEVER ☐ - - - - - - (SKIP TO Q.#16a)

15b. How do you compare prices? (READ CHOICES) (ROTATE ORDER)

		YES	NO
____	BY CHECKING NEWSPAPER ADS	☐	☐
____	BY CHECKING PRICES IN HANDBILLS OR CIRCULARS	☐	☐
____	BY STORE VISITS AND CHECKING SHELF PRICES	☐	☐
____	BY TALKING TO YOUR NEIGHBORS OR FRIENDS	☐	☐

16a. As you know, some supermarkets stock their own brands of merchandise - what we call "private label" or the store's own brands. In general, would you say the quality of private label brands is BETTER THAN, EQUAL TO, or NOT AS GOOD AS nationally advertised brands?

BETTER THAN ☐

EQUAL TO ☐

NOT AS GOOD AS ☐

------------------------

D.K. ☐

REPEAT RESPONDENT'S ANSWER AS: "THAT IS, YOU FEEL THAT THE QUALITY OF PRIVATE LABEL BRANDS IS ________________ NATIONALLY ADVERTISED BRANDS."
(INSERT ANSWER)

16b. Generally, private label brands of canned goods are priced lower than nationally advertised brands. Which of these statements comes closest to the way you feel?

PRIVATE LABEL BRANDS ARE LOWER IN PRICE BECAUSE ADVERTISING COSTS ARE ELIMINATED. ☐

PRIVATE LABEL BRANDS ARE LOWER IN PRICE BECAUSE QUALITY IS NOT AS GOOD OR AS CONSISTENT AS NATIONALLY ADVERTISED BRANDS. ☐

17a. A number of supermarkets have begun carrying generic, no-name brand products which have plain labels and sell at a lower price. Have you ever purchased any generic "no name" brand products?

YES ☐

NO ☐ - - - - - - (SKIP TO Q.#19a)

17b. Which of the following generic "no name" brand products have you purchased? (READ LIST) Have you purchased any other generic products?

17c. (FOR EACH CHECKED IN 17b ASK:)

How would you compare the quality of the generic (INSERT PRODUCT NAME) that you bought to national brands of (PRODUCT NAME) ?

Would you say that the quality of the generic (PRODUCT) is much better than, somewhat better than, about the same as, somewhat lower or much lower than the quality of the national brands. (RECORD BELOW)

	Q.#17b		Q.#17c				
	PURCHASE		MUCH BETTER	SOMEWHAT BETTER	SAME	SOMEWHAT LOWER	MUCH LOWER
PAPER PRODUCTS	☐	- - - - - - - -	☐	☐	☐	☐	☐
DAIRY PRODUCTS	☐	- - - - - - - -	☐	☐	☐	☐	☐
SOUP	☐	- - - - - - - -	☐	☐	☐	☐	☐
KETCHUP	☐	- - - - - - - -	☐	☐	☐	☐	☐
CANNED PASTA	☐	- - - - - - - -	☐	☐	☐	☐	☐
JUICES	☐	- - - - - - - -	☐	☐	☐	☐	☐
OTHER (SPECIFY)							
______________	☐						

17d. How likely is it that you will continue to buy generic "no name" food products in the future? (READ CHOICES)

WILL DEFINITELY CONTINUE TO BUY THEM ☐
WILL PROBABLY CONTINUE TO BUY THEM ☐
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM ☐
WILL PROBABLY NOT CONTINUE TO BUY THEM ☐
WILL DEFINITELY NOT CONTINUE TO BUY THEM ☐

18. Overall, how would you compare generic "no name" brand products to the stores own private label brand? Would you say that the generic "no name" products are much better than, somewhat better than, about the same as, somewhat lower or much lower than private label store brand products.

MUCH BETTER ☐
SOMEWHAT BETTER ☐
ABOUT THE SAME ☐
SOMEWHAT LOWER ☐
MUCH LOWER ☐

19a. How important a factor is ease of check cashing when deciding at which supermarket to shop? Would you say that ease of check cashing is . . . (READ CHOICES)

VERY IMPORTANT ☐
SOMEWHAT IMPORTANT ☐
NEITHER IMPORTANT, NOR UNIMPORTANT ☐
SOMEWHAT UNIMPORTANT ☐
VERY UNIMPORTANT ☐

19b. Do you have any bank credit cards like Master Charge or Bank-Americard or Visa?

YES ☐
NO ☐ - - - - - - (SKIP TO Q.#19d)

19c. Which ones do you have? (PROBE: ANY OTHERS?)

______________________ ______________________ ______________________

19d. Do you have check cashing privileges or a check cashing card at any supermarkets?

YES ☐
NO ☐ - - - - - - (SKIP TO Q.#20)

19e. Is that at only one store or more than one store?

ONE STORE ☐

MORE THAN ONE STORE ☐

20. Are you participating in any games or contests sponsored by the supermarkets where you shop?

YES ☐

NO ☐

21. Now, just for classification purposes, would you please tell me which of the following are groups are you in? (READ CHOICES)

UNDER 18 ☐

18-24 ☐

25-29 ☐

30-34 ☐

35-39 ☐

40-44 ☐

45-49 ☐

50-54 ☐

55-59 ☐

60 AND OVER ☐

REFUSED ☐

22. Including yourself, how many people are there living in your household? (DO NOT READ)

1 PERSON ☐

2 PEOPLE ☐

3 PEOPLE ☐

4 PEOPLE ☐

5 PEOPLE ☐

6 PEOPLE ☐

7 OR MORE ☐

REFUSED ☐

23. Which of the following categories best fits your total annual household income before taxes? (READ CHOICES)

LESS THAN $6,000 ☐

BETWEEN $6,000 AND $10,000 ☐

BETWEEN $10,000 AND $15,000 ☐

BETWEEN $15,000 AND $20,000 ☐

BETWEEN $20,000 AND $25,000 ☐

$25,000 OR MORE ☐

REFUSED ☐

24. RECORD RESPONDENT'S SEX

MALE ☐

FEMALE ☐

Thank you for your cooperation.